



FOR IMMEDIATE RELEASE

TOWN OF FAIRPLAY

Jeni Friedrich

Tel. 719-836-2622

Email. jenif@fairplayco.us

Town of Fairplay
Marketing Plan Development Workshop I

Fairplay, Colorado – January 13, 2010

The Town of Fairplay begins the development of a Marketing Plan and a Marketing Committee, January 20th at 6:00pm at the Town Hall, 400 Front Street, Fairplay, Colorado.

The Town of Fairplay, in collaboration with the business community will begin the process of defining a Marketing plan specific to the unique characteristics of this town and its marketing objectives.

Marketing Assistant Jeni Friedrich explains, “The purpose of this initial meeting is first to define exactly what a marketing plan is and secondly the steps we will take to develop it.”

The town has invited representatives from 30 businesses directly impacted by tourism, to participate in this meeting. A Marketing Committee will then be formed for the further input on the development and implementation of this Marketing Plan.

This meeting is open to the public and citizens are encouraged to attend.

An agenda for the meeting will be posted January 19th at the Fairplay Town Hall, Fairplay Post Office, the Park County Library and the Town website, www.fairplayco.us.

####