



For Immediate Release: February 2008

Greater Reading to be Highlighted on *Great Escapes* Travel Program

Reading, Pa., February 1, 2008 — On Wednesday, February 6th at 7:30 a.m. EST, The Greater Reading Convention and Visitors Bureau (GRCVB) will be featured on *Great Escapes*, a nationally-syndicated travel show which promotes a variety of local tourist attractions. The episode will run on multiple cable networks including Women's Entertainment Network (WE), E! Entertainment Network, and CNBC.

In mid-February, *Great Escapes'* feature on Greater Reading will air specifically on WE and in local markets around the country. Additionally, the segment will appear on CNBC six times in over 300,000 luxury hotel rooms, including The Ritz Carlton, The Waldorf Astoria, and The Hilton and Embassy Suites Hotels.

Beginning February 6, 2008, cross-promotional commercials for *Great Escapes* will run on other networks such as MSNBC and FOX each day and tri-state area affiliate networks like ABC, CBS and NBC.

"This is a wonderful opportunity to showcase the rich heritage, arts and culture that Greater Reading has to offer and to draw even more visitors to our area," said Crystal Seitz, President, GRCVB. "The exposure supports our economic growth and shows everyone that Greater Reading is a fun and welcoming place with a multitude of things to do and interesting places to visit."

The *Great Escapes'* feature on Greater Reading highlights some of the area's best-known entertainment, heritage and cultural experiences. The segment includes footage of the VF Outlet Berks Jazz Festival, GoggleWorks Center for the Arts, Hopewell Plantation, Kutztown Folk Festival, Mid-Atlantic Air Museum, and the Penn Corridor, which is quickly gaining a reputation as Greater Reading's arts and entertainment district.

"With this type of national recognition, Greater Reading and Berks County is getting the attention it deserves for the quality of life it offers and the ideal environment it provides for companies looking to expand or relocate," said Jon Scott, President and CEO, Berks Economic Partnership.

About *Great Escapes* *Great Escapes* is a 30-minute travel show, giving viewers a glimpse into premier resorts and hotels and to the world's unique travel destinations. To view the *Great Escapes* video clip of Greater Reading online, go to <http://www.youtube.com/watch?v=DiyIvWfFr7w>.

About Greater Reading Convention and Visitors Bureau The mission of the Greater Reading Convention and Visitors Bureau is to positively impact the economy of Berks County and Pennsylvania by increasing travel and tourism business. It is a private, non-profit, membership organization and is the official source of tourist information about Berks County. For more information, visit www.readingberkspa.com.

About Berks Economic Partnership Berks Economic Partnership (BEP) is the lead marketing agency and primary point of contact for all economic development inquiries related to the Greater Reading and Berks County area. BEP coordinates and works with other economic development agencies to provide a single voice in helping to retain, attract, promote and grow economic development in a collaborative and unified manner. For more information on BEP partners, local government/community supporters, and recent news (including a video clip of NBC's Today Show that features Greater Reading as an up-and-coming neighborhood in the U.S.), please visit www.gobep.com.