



**Press Release - For Immediate Release**

**109 S 4th Street - St. Joseph, Missouri - 64501 - StJoMo.com**

### **St. Joseph Convention & Visitors Bureau Launches New Website, 2011 Ad Campaign, Logo**

**May 16, 2011 – St. Joseph, MO** -- The St. Joseph, Mo Convention & Visitors Bureau invites you to check out its new destination website at [www.StJoMo.com](http://www.StJoMo.com), updated in preparation for the summer travel season.

Tax dollars generated by visitors coming to St. Joseph in 2010 was \$148 Million. The St. Joseph CVB is responsible for marketing St. Joseph and Buchanan County to potential visitors, encouraging them to stay overnight and spend money in our area. The updated website is the primary marketing tool used by the Bureau.

Used by over 125,000 people last year, it now has a new fresh look complete with an updated, iconic logo. The site was developed by Kansas City based MMG Worldwide. While visitors primarily use the website to plan their trip to St. Joseph, it is also a perfect place for local residents to keep up to date on everything to see and do in the St. Joseph area.

The new site is just one way the Bureau is expanding St. Joseph's online presence. Online marketing promoting St. Joseph as a vacation destination has increased, including a monthly e-newsletter. The bureau also manages several Twitter accounts ([www.twitter.com/stjomo](http://www.twitter.com/stjomo), [www.twitter.com/chiefsinstjo](http://www.twitter.com/chiefsinstjo)) and Facebook pages ([www.facebook.com/stjomo](http://www.facebook.com/stjomo), [www.facebook.com/kcchiefs](http://www.facebook.com/kcchiefs), [www.facebook.com/PX150](http://www.facebook.com/PX150), [www.facebook.com/CW150](http://www.facebook.com/CW150)). Like or follow our different pages to get the most up to date info on St. Joseph, Civil War Sesquicentennial, Pony Express Sesquicentennial and the Chiefs Training Camp.

Along with the website launch, a new 2011 advertising campaign is already under way. The new campaign designed by Hoffman|Lewis communicates to the visitors that St. Joseph is affordable, historic and provides a memorable getaway within their budget.

**For more information, call Beth Conway, Communications Director at the Convention & Visitors Bureau at 816-233-6688 or email [bconway@stjomo.com](mailto:bconway@stjomo.com).**

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