



600 Alexander Road
Suite 3-2
Princeton, N.J. 08540
Phone 609-924-1776
Fax 609-924-5776
www.princetonmercer.org

FOR IMMEDIATE RELEASE

Media Contact:

Gina Guarino, Director of Marketing & Events
Princeton Mercer Regional Chamber
(609) 924-1776, ext. 108, Gina@princetonmercer.org

Princeton- Mercer Tourism Bureau Releases Inspirational Video Message

Princeton, NJ – May 21, 2020 – The Princeton-Mercer Convention and Visitors Bureau [PMCVB] is pleased to release “Adventure Awaits in Mercer County,” a motivational video featuring highlights of nature-oriented activities in the Princeton Mercer region in an effort to inspire hope during the pandemic.

The PMCVB is the Destination Marketing Organization [DMO] for Mercer County and is dedicated to promoting tourism in the area. Mercer County is an idyllic region in the heartland of New Jersey. The segment was created to communicate to residents and visitors that nature is open and Mercer County has an array of recreational, and safe, socially distant activities to explore.

Designed as a personal letter [copy shown below] to Residents and Future Visitors, with aerial nature footage of Mercer County’s farms, parks, and rivers, the creative evokes a sense of inspiration, camaraderie and hope for better days to come.

Dear Future Visitors and Current Residents

We invite you to...

Be inspired by nature

Feel motivated by each other

Dream about the future

Imagine the good times to come

Because

Adventure Awaits.

From our home to yours, See you soon!

“We are excited to release this motivational footage in an effort to raise the spirits of the community and future visitors as we live through these new times together. Mercer County has an abundance of nature activities that are safe for families to explore, especially in the coming Summer months, and we look forward to seeing our visitors soon.” said Gina Guarino, Managing Director of the PMCVB.

At the onset of the pandemic the PMCVB quickly established a COVID-19 Resource Page for members, residents, and visitors to keep the public updated on the situation. The site is consistently being refreshed to include virtual tours, socially distant friendly activities and blogs, take out/ delivery options, and visual interactive concepts, such as digital puzzles reflecting iconic sights of the Region.

See the video message here: <https://www.youtube.com/watch?v=PPCiF978xAg>

Visit <https://www.visitprinceton.org/> for more information on the region and their COVID-19 response.

###

The Princeton Mercer Convention and Visitors Bureau- The Princeton Regional Convention and Visitors Bureau is the State supported Destination Marketing Organization serving the more than 2 million visitors who visit the Princeton Mercer Region in Central New Jersey. The PMCVB is a program of the Princeton Mercer Regional Chamber. More information can be found at: www.visitprinceton.org.

The Princeton Mercer Regional Chamber- The Princeton Mercer Regional Chamber is a membership organization committed to promoting business growth within the Mercer County region and surrounding areas. With more than 10,000 individual contacts and more than 1,600 member companies, the Chamber membership is primarily focused in five central New Jersey counties and stretches as far as New York, Philadelphia and Canada. More information about the Chamber can be found at www.princetonmercerchamber.org