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FOR IMMEDIATE RELEASE:

SilverTech, Facebook and Twitter: Putting Coos County on the Tourism Map

Lancaster, New Hampshire, August 3, 2009 – SilverTech, a New Hampshire website production and hosting company, is starting work on the county-wide website set to launch in early November. The website will be consistent with the Branding and Marketing plan developed by rural tourism development consultant Roger Brooks of Destination Development in Seattle.

“This website will help to place northern New Hampshire at the forefront of regional competition for the visitor dollar,” said Samantha Kenney, the Northern New Hampshire Branding Project Manager. “With so many people in our target markets, such as Boston, staying closer to home but still looking for an adventure, we are looking to capitalize on the current economic situation.

The website will include several features, including a “Pick Your Season, Pick Your Adventure” option for the visitor. Northern N.H. industry members will have the opportunity to list their businesses on the searchable directory. Information will interface with the State of New Hampshire tourism website, VisitNH.org (also designed by SilverTech), and will allow visitors searching on that site to access all northern N.H. information.

In addition to designing the State of New Hampshire Tourism website, SilverTech has designed websites for companies such as Life is Good t-shirt company (<http://www.lifeisgood.com>), the Miss America Pageant (<http://www.missamerica.org/>), and regional chambers such as the Franconia Notch Chamber of Commerce (<http://www.franconianotch.org/>).

In the meantime, residents of northern New Hampshire can follow up-to-date branding information on Facebook (New Hampshire Grand) and Twitter (NHGrand).

“We have made updates to these pages with relevant information at least three times a week,” Kenney states. “It has been an excellent resource for getting current information about the effort out into the community.”