



MISSOURI SENATE

JEFFERSON CITY

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Kevin Engler
3rd Senate District

For Immediate Release:
October 11, 2007

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Sen. Kevin Engler Aims to Develop a Regional Approach to Promoting Tourism

FARMINGTON — Mark Schaeffer, the president of Hoffman Lewis of St. Louis, an agency in charge of Missouri's tourism advertising, will be speaking about his role overseeing public relations, design, and placement of advertising materials for the Missouri Division of Tourism. Sen. Kevin Engler (R-Farmington), who was recently appointed to the Missouri Tourism Commission, is encouraging community leaders, business owners and other interested parties to attend. The meeting is scheduled at noon on Monday, October 29th at Rosener's Restaurant in Park Hills.

"I am looking forward to hearing what Mr. Schaeffer will be doing to promote Missouri and specifically his ideas as to how we can better promote the Parkland region," said Sen. Engler. "Hopefully we can also determine if there is any interest in forming a regional tourism bureau which can work with the Missouri Division of Tourism to better promote all of the unique attractions this area has to offer."

In February, Hoffman Lewis was awarded a contract with the Missouri Division of Tourism to manage advertising and public relations for the division. The Hoffman Lewis staff has managed tourism advertising campaigns throughout the country. The agency will work on developing advertising materials to promote tourism in areas and attractions throughout the state.

If you are able to attend, please RSVP to Sen. Kevin Engler's office at 573-756-5572 by Friday, October 29th.

WHO: Mark Schaffer, president of advertising agency Hoffman Lewis

WHAT: A discussion about the tourism advertising campaign in Missouri and how we can work together to better promote tourism in our area

WHEN: Monday, October 29 at 12 noon

WHERE: Rosener's Restaurant, 3411 US Highway 67 North, Park Hills, Mo.

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