



For Immediate Release
December 3, 2008

Contact: Rebecca Lantka
815/724-4462

City of Joliet and Joliet City Center Partnership
Receive over \$39,000 Grant from Illinois Bureau of Tourism

In 2009 the City of Joliet & Joliet City Center Partnership will launch a city wide marketing campaign funded by the State of Illinois Bureau of Tourism.

The Marketing Partnership Grant received by the Joliet City Center Partnership from the Illinois Bureau of Tourism will receive match funding by the City of Joliet. The grant funded campaign is titled "I Played in Joliet... You Should Too!" The marketing campaign will officially launch in January of 2009 and showcase celebrity endorsements at various attractions throughout the city stating the campaign tag slogan.

Advertisements will include Comcast Cable television commercials, WLIT Radio commercials on air and web, Midwest Living Magazine, Pre-print advertising and more!

Key attractions include Harrah's Joliet Casino, Empress Hotel & Casino, Downtown Joliet, the Rialto Square Theatre, the Joliet JackHammers, the Joliet Park District, the Chicagoland Speedway, and the Joliet Area Historical Museum. Celebrities ranging from Gavin DeGraw to the Flying Elvi will be noted in the campaign commercials, in addition to area families and athletes "playing" in Joliet! "These efforts bring together many of the city's lead attractions in a continuous, cohesive campaign," stated Rebecca Lantka, marketing and communications manager for the City of Joliet.

The "I Played in Joliet... You Should Too!" campaign is supplemented by a \$40,000 joint investment from the eight partnering attractions and associations to further broaden the reach and intensity of the campaign. "The partnership of Joliet's Harrah's Casino, Empress Casino, Rialto Square Theatre, Joliet JackHammers, Joliet Park District, Joliet City Center Partnership, Joliet Area Historical Museum and City of Joliet provides this campaign with a powerhouse of support to truly make an impact on the city's target markets," stated Lantka.

"With a goal of rebranding Joliet's image and showcasing the number of area attractions in the city, the 2009 'I played in Joliet... you should too' campaign is sure to be a hit!" stated Tom Mahalik VP Joliet City Center Partnership.

The Joliet Visitors Bureau is a division of the City of Joliet, working to promote all the places to play in Joliet. For more information on places to stay and more ways to play, visit www.visitjoliet.org or call 1-877-4-JOLIET

###

* images available upon request