

and try it. If July 12, 2007

Dear Tourism Partner,

The Pulaski County Tourism Bureau has been contacted for potential stories for xxxxx. If you are interested in developing a package or itinerary and would like to participate, please contact me , Andy, at andyt@visitpulaskicounty.org , by July 21st, Thanks,

National Geographic Adventure Magazine has asked the Missouri Division of Tourism News Bureau for assistance in compiling short entries (100 words or so) that cover short escapes that are within four or five hours' driving time from North American metropolitan cities for their Next Weekend series. **Please note: They have a five-month lead time.**

Listed below are the guidelines for Next Weekend:

The entries should feature an enticing hook followed by SPECIFIC details. What's a specific example of a great weekend outing in the area? Exactly where would one hike, bike, paddle etc? How far, how high, etc? What does the setting look and feel like? What's special about it?

They are also asking for all the specifics about rates, contact information, etc . For example, say hiking is the main focus: hike exactly where, in what forest, in what mountains, on what kind of trails and how long through what kind of terrain with what trees and what views, reach what scenic highlight, see what wildlife, stay where for how much money, why X month is the perfect time to do this, and while in the area, don't miss X.

Entries should feature a package deal, an itinerary offered by an outfitter or lodge (a DIY itinerary is fine too), or a seasonal or news hook that draws the reader in, such as: "Early summer snow melt turns XYZ River into a nonstop thrill ride...." Then follow up with geographical details, outfitter/lodging information, prices, contact info, etc. The issue covers three weekend escapes for each of four geographic areas that roughly correspond with the four main North American time zones: Pacific, Rockies, Central, and East.

Andy Thiem

Executive Director Pulaski County Tourism Bureau

137 St. Robert Blvd. St. Robert, MO 65584

877-858-8687

andyt@visitpulaskicounty.org; commethod it fails, admit it frankly and try another. But above all, try something. - Franklin D. Roosevelt