



PRESS RELEASE - FOR IMMEDIATE RELEASE

## SotaVenture wins major advertising account

Galena/Jo Daviess County Convention and Visitor's Bureau (CVB) pick Chicago based SotaVenture as 2010 "Ad Agency of Record."

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SotaVenture, a leader in destination marketing and social networking, has been officially named the 2010 "Ad Agency of Record" for Galena/Jo Daviess County Convention & Visitors Bureau.

Focused on social networking and viral marketing, the firm intends to take the popular tourist destination to new levels of visibility and growth. Attracting more than 1.5 millions of visitors each year, the Galena/Jo Daviess County destination is one of the premier vacation and business destinations in the Midwest.

As part of the agreement, SotaVenture will develop and maintain the CVB's advertising and marketing opportunities for 2010 and beyond. "Our team is proud to have been selected. We love the destination and are excited about delivering explosive results for the businesses and people of Galena and Jo Daviess County." stated Zack Below, CEO of SotaVenture.

Using the tagline, "learn how to relax... your way", SotaVenture presented an attractive and eye catching campaign to the CVB board during the bidding process. "Their creative was absolutely outstanding," said Celestino Ruffini, Director of Sales, Galena/Jo Daviess County CVB.

The CVB ultimately chose SotaVenture over Chicago based Two by Four. "I don't want to wait, I want an agency prepared to start tomorrow." said CVB board chairman, Jess Farlow, expressing his preference for SotaVenture and their eagerness to deliver results. The Galena/Jo Daviess County CVB is funded by the hotel/motel tax, which is about \$1.2 million a year.

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