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**FOR IMMEDIATE RELEASE**

## **Kittitas County Launches New Tourism Marketing Campaign**

**ELLENSBURG, WA - March 2, 2020** - Kittitas County's tourism marketing campaign, Central Washington Color will be relaunching as a brand-new campaign called Central Washington Outdoor. Central Washington Outdoor will encompass the overall synergy between the cities in Kittitas County, by exhibiting the diverse outdoor activities across the county.

The decision to change the campaign was brought on by how the brand can ultimately represent the county as a whole, while still highlighting the attractions that make each municipality unique. After working with a variety of stakeholders in the county, Central Washington Color will be switching over to Central Washington Outdoor as of February 29, 2020.

"Working with the County Lodging Tax Committee and stakeholders across our region to develop a new brand for Kittitas County's tourism marketing campaign has been an exciting group effort," said Madison Ford, Director of Tourism and Events at the Kittitas County Chamber of Commerce. "The new brand holistically showcases outdoor recreation, which we know is a major tourism driver for both upper and lower county. It allows an online user to first explore things to do in the area, then navigate accommodations based on their interests. It gives a potential traveler a more seamless experience to choose Kittitas County and connects them to resources to help them plan their trip," Madison continued.

Go to [centralwashingtonoutdoor.com](http://centralwashingtonoutdoor.com) now to create your personalized outdoor experience in Kittitas County. For more information, please contact the Kittitas County Chamber of Commerce Director of Tourism and Events Madison Ford at [madison@kittitascountychamber.com](mailto:madison@kittitascountychamber.com).

**About the Kittitas County Chamber of Commerce:** The Kittitas County Chamber of Commerce is the largest business support and development organization in Kittitas County, and one of the largest in Central Washington. With just over 500 members representing every business sector, the Chamber and its committees oversee county-wide tourism promotion and economic development initiatives and a range of business support tools including publications, web services, seminars and even leadership development for a new generation.

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