

For Immediate Release  
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### **Georgetown County Tourism Management Commission Chooses Marketing Agency**

**Georgetown, SC** – Georgetown County Tourism Management Commission (TMC), who is responsible for promoting the County's tourism industry, has chosen White + Partners of Herndon, VA to provide marketing services for FY 2008-2009.

White + Partners is a full-service advertising agency and will provide all components of the TMC's request for proposal (RFP), including advertising, public relations, Web management and lead fulfillment.

“The TMC and the Georgetown County tourism industry are lucky to have had such a large number of proposals from which we could choose the agency that we think will best promote the County's tourism industry,” says Melissa Newsom, TMC chairman. “It was a difficult decision, but we are confident that White + Partners will be a tremendous value to our limited budget. We look forward to implementing a measurable marketing plan we can clearly track that will benefit Georgetown County.”

“White + Partners has statewide-level expertise in the travel and tourism industry and we expect that will bode well for Georgetown County,” says Newsom. “They are Internet-savvy. They are skilled at creating private partnerships to essentially grow a budget and broaden exposure. And they are enthusiastic about sharing Georgetown County with travelers who have not yet discovered all we have to offer.”

The TMC is a seven-member volunteer board—professionals with experience in accommodations, restaurant, golf, attractions and marketing industries—appointed by Georgetown County Council. TMC is a new entity that began meeting in January 2008. County Council commissioned TMC to market and promote Georgetown County with monies appropriated from accommodations tax revenue, to monitor the implementation of the marketing plan and to participate in routine updates to County Council.

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