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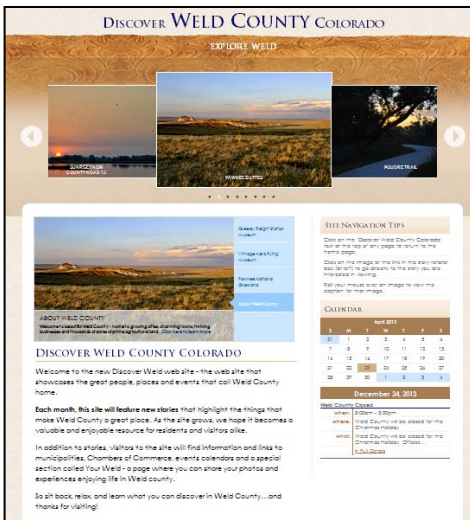
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PRESS RELEASE

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WELD COUNTY LAUNCHES “DISCOVER WELD” WEB SITE



Screen capture of the new Discover Weld web site: www.discoverweld.com



Frederick in Flight will take place June 22-23 in Frederick’s Centennial Park this year.

WELD COUNTY, CO – The Weld County Board of Commissioners will launch a new web site on May 1, 2013, to highlight the attractions, events and people of Weld County. The site, www.discoverweld.com, is designed to be updated monthly with new features showcasing life in Weld.

“We are excited to launch this site,” said Weld County Commissioner Chairman William Garcia, “and we hope residents across Colorado, and beyond, enjoy the information and decide to visit the many great places throughout our county.”

Creation of the Discover Weld web site began last year following the county’s participation in the Governor’s statewide economic development strategy “Colorado Blueprint: A Bottom-Up Approach to Economic Development.” In 2011, the Weld County Board of Commissioners partnered with Larimer County to represent Region 2 in the economic development strategy meetings during which six primary goals to enhance economic development in the region were defined. One of those goals was to boost the appeal of the Northern Colorado Region.

“Weld County has so much to offer in the way of tourism and activities,” said Commissioner Barbara Kirkmeyer. “From agritourism to historic sites to museums – there is a lot to see and enjoy here.”

The site utilizes videos, photos and text to share information about local attractions. May’s features include the Pawnee National Grassland, the Greeley Freight Station Museum and the Vintage Aero Flying Museum.

“The Discover Weld site will continually build and provide new content. New stories will be added to the previous stories and the site will become a useful tool residents and visitors alike,” said Commissioner Douglas Rademacher.

“In the same way the 150th Anniversary site has become a valuable historic resource for the public, we hope Discover Weld becomes an active resource for people wanting to experience something new in Colorado,” said Commissioner Mike Freeman. The 150th Anniversary site, www.weldcounty150.org, which was launched in 2011, still receives an average of 500 visits a month.

The Discover Weld web site will also feature a “Your Weld” page, where the public can submit and share photos of friends and family enjoying activities in Weld County, and a “Weld Communities” page, where visitors can access links that will take them directly to the county’s 31 incorporated municipalities’ web sites.

“The county is proud to put forth this effort to share with the public the many gems that make Weld County a Colorado treasure,” said Commissioner Sean Conway.

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