



OFFICE OF THE BOARD OF COMMISSIONERS

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NEWS RELEASE

Date: 07/16/14

Contact: Jennifer Finch, 970-336-7203

Re: Weld wins national awards

DISCOVER WELD PROJECT EXPANDS TO MORE SOCIAL MEDIA OUTLETS

WELD COUNTY, CO – When the Discover Weld website launched in May of 2013, the goal was to showcase the events and people who make Weld County a great place to live, work and play. One year and more than 3,400 visitors later, the Discover Weld project has expanded to now include its own YouTube channel and Pinterest Boards.

"Highlighting the appeal of Weld County is this project's primary goal," said Commissioner Barbara Kirkmeyer. "Weld County is a beautiful place and home to great museums, attractions and events. These new social media platforms, Pinterest and YouTube, will help us share Weld County with the rest of the state and the country."

While the website remains the primary "home" for Discover Weld information, the YouTube Channel contains all the same video stories as well as a new series of sixty-second videos titled Wonderful Weld.

"The Wonderful Weld series is a way for us to quickly showcase a place in Weld County," said Commissioner Chairman Douglas Rademacher. "Maybe it encourages you to explore the place yourself, or maybe it just provides you with a sixty-second break in your busy day."

The Discover Weld Pinterest page also aims to use imagery to showcase the beauty of Weld County.

"The goal for the Pinterest page is to eventually have a board for each municipality in the county," said Kirkmeyer. "The images the county takes for Discover Weld will also be made available to the municipalities for their own use in promoting their town or the county."

An idea resulting from the 2011 Governor's implementation of a statewide economic development strategy, Discover Weld was designed to be an economic development tool to boost the appeal of the Northern Colorado Region.

"When working with companies looking to locate in Weld County, we know we need to show them more than existing space and building locations," said Upstate Colorado President and CEO Eric Berglund. "Discover Weld is the lifestyle component Weld County needed to help show prospective companies and their employees why they should choose Weld County as their home."

Please visit the new Discover Weld platforms at <http://www.youtube.com/user/DiscoverWeldCounty> and <http://www.pinterest.com/discoverweld/> as well as the website at www.discoverweld.com.

(Interesting Discover Weld stats on following page)

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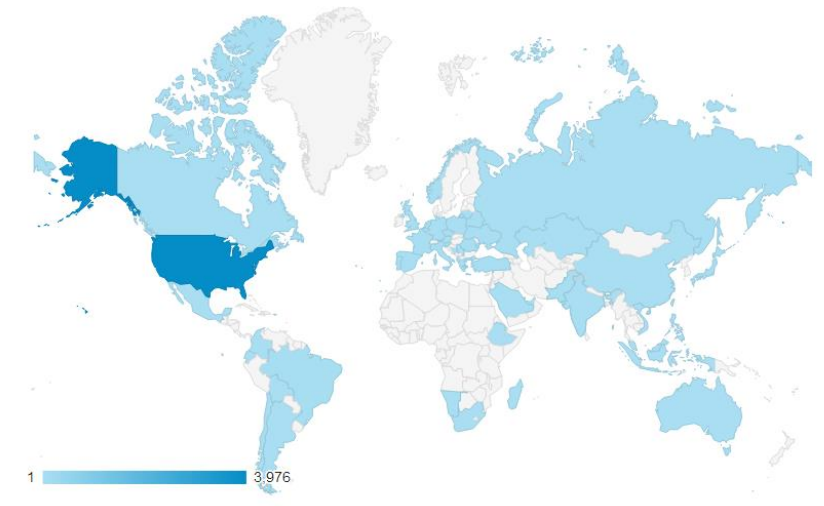
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Discover Weld

STATS & FACTS

- ❖ Discover Weld launched in May 2013.
- ❖ From May 2013 to May 2014, the website showcased **9** Weld County Attractions/Museums and **9** Weld County Businesses.
- ❖ The page has received visits from individuals in **55** different countries.



- ❖ The 2013 September Flood, unfortunately, pulled attention away from the Discover Weld website until the spring of 2014.
- ❖ The most popular stories so far on the site are:



1) Missile Site Park



2) The Wild Animal Sanctuary



3) About Weld County.