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NEWS RELEASE

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25,000 VISITORS FROM AROUND THE WORLD - DISCOVER WELD CONTINUES TO SUCCESSFULLY PROMOTE WELD COUNTY

WELD COUNTY, CO – Last week, representatives from area museums, attractions, chambers of commerce and municipalities came together for the county's biannual Discover Weld meeting. The meeting, which drew representation from throughout the county, continues the tradition of Weld County Government supporting local municipalities and businesses through promotion of area events and locations.



Frederick in Flight was one of hundreds of events in Weld County this past summer. Discover Weld works to help promote all of Weld's communities.

"In the past four years, Discover Weld has really taken off and worked diligently to highlight the great people, places and events in this county," said Commissioner Chairman Mike Freeman.

In 2013, the Board of Commissioners launched the Discover Weld web site following the county's 2011 participation in the Governor's statewide economic development strategy "Colorado Blueprint: A Bottom-Up Approach to Economic Development".

"As commissioners, we came away from those 2011 meetings with a firm dedication to find ways to promote Weld County and spur economic development," said Commissioner Barbara Kirkmeyer. "We want provide information to families and businesses, as well as visitors, as to why Weld County is the place for them to visit as well as to live."

Since that 2013 launch, Discover Weld has grown from a single web site to now include five social media platforms including a Facebook page, which debuted earlier this year and is approaching the 2,000 "Likes" mark, and the purchase of advertisements in a tourism magazine which has been distributed across the state.

"The feedback we have received from the community regarding the Discover Weld ads has been extremely positive," said Commissioner Julie Cozad. "I think it's great that the county has dedicated some funds and resources to helping showcase our communities to the rest of the state...even to the rest of the country. We have heard so many people, visitors and residents, comment on the outreach the county has done to bring positive attention to Weld."

In fact, the Discover Weld web site has been visited by more than 25,000 people world-wide. The site has also been visited by people from each of the 50 states. "Naturally, Colorado tops the list of visitors to the site," said Jennifer Finch who manages the Discover Weld platforms. "Rounding out the top five are Texas, Virginia, California and Illinois."

"Weld County is fortunate to have the financial resources to support and help promote our municipalities, museums, natural areas and unique attractions," said Kirkmeyer. "Our goal regarding this promotion is to help bring economic growth to the municipalities and to the county overall be that from someone who visits a community and spends money at a restaurant, a museum or an event or from someone who chooses to move to Weld County because of the great amenities it offers."

To learn more about Discover Weld, visit any of the platforms including Facebook, Twitter, YouTube, Pinterest and Instagram by clicking on the icons found at the top of the page at www.discoverweld.com.

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