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FOR IMMEDIATE RELEASE
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Point, Click and Explore the Completely Revamped Colorado.com

Captivating Web site features bold images, expanded content and virtual guide

DENVER (Feb. 15, 2005) – Next time you're cruising the Information Superhighway, point your browser to the new www.colorado.com and explore.

The inspiring new site, the official site of the Colorado Tourism Office, features the adventure of a Colorado experience. The content – a balanced mix of visual appeal and stimulating text – takes readers through camping, hiking and other adventures to discovering the state's scenic byways, heritage treasures and hidden gems.

"We know that Colorado.com is the first place many potential visitors go for information on what to see and do in Colorado," said Steve Szapor, Colorado Tourism Office (CTO) Board chair. "The redesign provides visitors with pertinent information, stunning photography, and navigation that makes it even easier to find what they are looking for. This year, we are also adding an online virtual official state vacation guide."

The virtual Official State Vacation Guide (OSVG), found on the homepage, lets users click an icon to open the state's 2005 travel planning guide. Just like having a hardcopy issue on their lap, users can flip the pages, make notes, tab pages, search information, read articles and suggested travel itineraries.

New site functionality and improved navigation makes it much easier for users to explore all Colorado has to offer. Users can quickly jump to specific information, such as where to stay, what to do, suggested travel itineraries and activities based on their interests. Users can also search the site based on a number of criteria, including accommodations, activities, cities and regions. A color-coded state map can help users locate information that corresponds to their geographic area of interest.

There is also a comprehensive mapping tool that allows users to find exact properties and compare their locations to one another, an itinerary builder and the step-by-step Trip Wizard that walks users through the process of planning their Colorado vacation. The site includes special areas for the media, group/meeting planners and tourism industry members, as well.

For complete information on planning your vacation to Colorado, including lodging, attractions, and activities, log on to www.colorado.com or call **800-COLORADO** for a free state vacation guide.

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