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**FOR IMMEDIATE RELEASE:**

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**Weaver Multimedia Group Chosen  
by Philadelphia Convention & Visitors Bureau for Website Redesign and  
Management**

DENVER — Weaver Multimedia Group has signed a multiyear contract with the Philadelphia Convention & Visitors Bureau (PCVB) to oversee the bureau's website, along with other print publications.

As the city's official marketing organization for meetings, travel professionals and international leisure travelers, the PCVB selected Weaver to assist in its mission of bringing economic benefits to the city through increased visitation and conventions. Weaver aims to help the PCVB achieve these objectives by developing a dynamic website with enhanced functionality.

Weaver has a 20-year history of destination marketing as a travel publisher, creating guides for tourists, meeting planners, and travel agents and tour operators, as well as providing custom websites, virtual guides, e-marketing programs and online advertising for its clients.

"We're confident in our decision to bring Weaver on-board," said Tom Muldoon, president of the PCVB. "After seeing Weaver's fine work in other markets and understanding their professionalism as a destination publisher and deep knowledge of travel industry trends, we're enthusiastic about our new website going forward."

In Phase I of the website redesign project, set for a July launch date, Weaver will overhaul the site, making extensive cosmetic and navigational improvements. Later phases will entail adding new content and functionality. Weaver will also provide webmaster services and maintain the site on an on-going basis.

"Philadelphia has always been known for its top-notch service among convention planners, and for its richness of historical attractions among tourists and travel professionals," Muldoon said. "Now we'll be able to leverage these assets on our website more effectively than ever before."

**ABOUT THE PHILADELPHIA CONVENTION & VISITORS BUREAU (PCVB):** An independent, nonprofit organization originally founded in 1941, the PCVB markets the city of Philadelphia as a convention, meeting and tourist destination to national and

international audiences. Dedicated to promoting the welfare of Philadelphia by attracting conventions and leisure travelers, the PCVB is charged with selling and servicing conventions, the travel trade and its membership. It also serves as a resource for Philadelphia and surrounding areas in its mission to increase visitation to the entire region.

**ABOUT WEAVER MULTIMEDIA GROUP:** A full-service travel publisher, Weaver Multimedia Group supports the marketing initiatives of 17 major Convention and Visitors Bureaus and State Tourism Agencies. Weaver works with other top-tier cities such as New York City, Los Angeles, Chicago, Las Vegas, San Francisco, New Orleans, Dallas and Vancouver, B.C., creating print and online publishing programs that benefit both the destination and CVB members. The company also produces state visitor guides for Colorado and Wyoming, and maintains the tourism website of Colorado.