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Weaver Official Publications, a Leader in Travel Publishing, Secures Three New Exclusive Destinations

Denver: Weaver Official Publications, a leader in travel and tourism cross-media publishing, was awarded contracts with three new destination marketing organizations in 2004: Colorado Tourism Office, The Greater Vancouver Convention and Visitors Bureau, and the Wyoming Business Council.

Weaver has become an international leader in the industry with the addition of these three markets and now partners with 13 destination marketing organizations. Weaver will publish six new guides in 2005 to bring the company's annual total from 45 publications including Colorado's *Official State Vacation Guide*, the *Wyoming Vacation Directory* (two issues annually) and Vancouver's *Official Visitors' Guide, Tour Planner and Meeting Planner's Guide*.

The four-year contract with the Colorado Tourism Office also includes the operation of the Colorado.com Web site and answering the 1-800-COLORADO phone line. Peter Koclanes, founder and president of Weaver, has no doubt the company will step up to the challenge and make the partnerships worthwhile for everyone involved. "We're excited about the company's growth and we're prepared to welcome three additions to the organization and start implementing exciting new cross-media components." The first issue of the *Colorado Official State Vacation Guide* under Weaver's expertise will be available January 2005, while the *Vancouver Official Visitors' Guide* breaks April 2005. The *Wyoming Vacation Directory* will be available September 2005.

Weaver creates effective, top-quality cross-media programs by partnering with major destination marketing organizations in each of its 13 markets. Weaver is committed to producing the most up-to-date, effective publications and programs for its partners. Weaver guides are full of information and a must-have for many leisure and business travelers as well as meeting planners and travel trade professionals. For more information or to become a partner, call 303-458-1211 or visit www.weaver-group.com

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