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## **FOR IMMEDIATE RELEASE**

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### **Weaver Official Publications Partners with USATODAY.com**

**Denver: Weaver Official Publications**, a leader in travel and tourism cross-media publishing, has signed an agreement with USATODAY.com to market top North American tourism destinations.

The partnership, executed on behalf of Colorado, Dallas, New Orleans, Las Vegas and San Francisco, provides Weaver an unprecedented opportunity to promote these destinations via USATODAY.com.

As a result of the partnership, USATODAY.com will provide prominent links to the participating destinations' Web sites on its City Pages. Visitors to USATODAY.com will now have access to the wealth of information that these destination marketing organizations provide.

"This investment by Weaver provides an opportunity to promote and differentiate our partner destinations to travelers utilizing USATODAY.com," said Peter Koclanes, President and CEO of Weaver Official Publications.

Weaver Official Publications is an international leader in the industry and now partners with 13 destination marketing organizations. Weaver will publish six new guides in 2005 to bring the company's annual total to 45 publications. Weaver creates effective, top-quality cross-media products and is committed to producing the most up-to-date 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 market partner, call 303-458-1211 or visit [www.weaver-group.com](http://www.weaver-group.com).

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