



California's year-round playground

Contact: Cody Dixon 559.341.6513

FOR IMMEDIATE RELEASE

US Airways Magazine Will Feature Fresno and the Central Valley

Fresno, CA, March 1, 2010 – US Airways Magazine has chosen Fresno and the Central Valley area as the May 2010 Destination Feature, a 16+ page editorial feature which combines traditional travel related information with a comprehensive look at the economic drivers and industry sectors that shape the business landscapes and lifestyles within Fresno and the surrounding area.

“*Profile: Fresno*” will examine in-depth the people, places, industry and history of the Fresno region and will include topics spotlighting economic development and emerging industries, real estate, educational and healthcare resources, tourism and convention opportunities, dining, accommodations, recreation, and quality of life advantages. The “*Profile: Fresno*” editors, writers and photographers will be working closely with the local community and area leaders to generate story ideas and photographs. Marketing opportunities will also be available in the *Profile* for those businesses and organizations located in the Fresno area.

US Airways Magazine is seen monthly by more than 5 million of the world's elite business and leisure travelers, and reaches 50 states and 35 foreign countries. It is known for its editorial excellence and upscale readership. The Fresno feature will position

the area on a national and global scale as one of the best places to work, live, and vacation, and Fresno will be a cover story and destination special feature.

“The Fresno region was chosen because of its diverse communities and incredible appeal to visitors,” said Steve Mitchem, Director of City Profiles. “From the region’s agricultural epicenter, to its location at the base of the United States’ most beautiful natural treasures, the Fresno area has many great stories to tell.”

US Airways Magazine will kick off its Fresno efforts tonight, March 2nd with a cocktail reception for the city and local business community at The Grand 1401 from 5:00-7:30pm. Writing and photography will take place throughout the month of March.

The FCVB will strengthen the local economy by making the Greater Fresno Metropolitan Area a premiere destination in California. Our team of trained, dedicated marketing and sales professionals are united in the effort to promote the Greater Fresno Metropolitan Area on a local, national, and international scale. We are committed to world-class customer service and hospitality that makes every member feel valued and every visitor experience memorable.

###