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Media Release

For Immediate Release
September 27, 2007

Bristol Convention and Visitors Bureau Unveils New Historic Downtown Self-Guided Audio Walking Tour

Bristol, Tenn./Va. – The Bristol Convention and Visitors Bureau (Bristol CVB) announces the completion of a new, historic downtown walking tour for Bristol. This self-guided audio tour showcases cutting-edge technology and allows visitors to stroll through historic downtown Bristol. The historic downtown Bristol audio tour highlights the storied legends, landmarks, events, attractions, and unique heritage of Bristol.

With assistance from the Birthplace of Country Music Alliance (BCMA) and the Believe in Bristol - Main Street Program, the Bristol CVB utilized MP3 technology to showcase the historic downtown area. "Bristol has a rich heritage that many people are still discovering," said Matt Bolas, Executive Director of the Bristol CVB. "We felt a need to provide visitors to our community an easily accessible, entertaining, and educational outlet for people to learn more about our vibrant and preserved downtown. Our goal is to encourage more people to visit Bristol explore our downtown, and spend money along the way. These out of town dollars are important to the economic growth and vitality of Bristol."

The audio walking tour is available to groups including motorcoaches, students, and convention attendees. "The tour provides additional activities for motorcoaches and groups to extend their time visiting Bristol and our downtown area." said Bill Hartley, Executive Director of the BCMA.

Individual visitors, families and groups can rent MP3 players from the Bristol Chamber of Commerce along with the assistance of the complimentary walking tour brochure/map. The brochure/map highlights the unique stories and varied stops as guests wind through downtown Bristol. Visitors may also choose to just use the map alone to do their own abbreviated tour. A brail brochure/map will also be available by the first of the year for the visual impaired.

Audio files for the self-guided tour as well as a brochure/map can be downloaded and printed from the Bristol CVB website, www.visitbristoltnva.com, making it available for visitors to use their own MP3 players.

The Self-Guided Historic Downtown Bristol Walking Tour program was funded in part by separate matching marketing grants by the Tennessee Department of Tourist Development and Virginia Tourism Corporation. The tour was also funded in part by a grant received by the Believe in Bristol - Main Street Program. Christina Blevins, Main Street Director, Believe in Bristol, said "the historical downtown walking tour will encourage individuals and groups to explore the many unique shops and restaurants our downtown offers."

The tour was developed by Adeo Tours, Inc with the assistance of BCMA, Believe in Bristol – Main Street Program, local historian Bud Phillips and Bristol CVB. Voice-over, audio recording and mixing were produced by local talent, George McNerlin; and the brochure/map was designed by local company, Branding Iron. The Bristol Convention and Visitors Bureau is a program of the Bristol Chamber of Commerce.

For more information, please contact the Bristol Convention and Visitors Bureau at (423) 989-4850 or tourism@bristolchamber.org. Or view the Bristol CVB website at www.visitbristoltnva.com.