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FOR IMMEDIATE RELEASE:

**NH TOURISM LAUNCHES “REACH THE SUMMIT” VIDEO CONTEST
FOR NEW HAMPSHIRE FOURTH GRADE CLASSES**

*Fourth Graders to Create Videos Showcasing New Hampshire for Chance
to Win Class Field Trip to Mount Washington Cog Railway*

Concord, New Hampshire, April 5, 2012 – New Hampshire Division of Travel and Tourism Development (DTTD) officials have announced the launch of a new “Reach the Summit” Video Contest to encourage fourth grade classes in New Hampshire to explain and demonstrate why visitors should come to the Granite State.

With the support of the Department of Education, students will work together as a class to create short sixty-second videos showcasing New Hampshire that will convince people to travel to the state. The videos will be posted on www.visitnh.gov/reach-the-summit and www.facebook.com/VisitNH to help generate excitement and appreciation for New Hampshire among students and visitors alike.

DTTD Director, Lori Harnois, said, “We are very excited about this initiative, and think it will be an enriching experience for everyone involved – from the students who actually create the videos, to the teachers who guide them, and ultimately to the viewers who will be inspired to visit our great state.”

Harnois added that, by incorporating interactive learning into the regular education curriculum, DTTD hopes to excite and enlighten the students – not only about how unique their home state is, but how important tourism, as the second largest industry in the state, is to New Hampshire.

Completed videos will be judged by a panel in mid-May to determine the winners. Winners will be selected in various categories, such as best history, literary, overall acting, humor, creativity and others.

The Grand Prize for the winning class is a “Reach the Summit” field trip to the Mount Washington Cog Railway, with transportation provided by Premier Coach. Runners Up will have their video clip played before scheduled showings at Red River Theatre in Concord. Video winners in the other categories will be posted on the VisitNH Facebook Page, and will also be awarded a certificate by the Division of Travel & Tourism Development.

The deadline for submissions is May 1st, 2012. Go to www.visitnh.gov/reach-the-summit for more details about the contest and how to submit videos.

ABOUT THE DIVISION OF TRAVEL AND TOURISM DEVELOPMENT

The Division of Travel and Tourism Development, as part of the New Hampshire Department of Resources and Economic Development, works with the state’s seven travel regions to increase visitation, travel and visitor expenditures in order to expand business activity and employment throughout the state. The division is responsible for domestic and international advertising and public relations, literature publication and distribution, www.visitnh.gov administration, grant administration and research to monitor and measure the impact of travel and tourism to the state. For more information about New Hampshire tourism, call 603-271-2665 or visit www.visitnh.gov.