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FOR IMMEDIATE RELEASE:**NEW CELEBRITY PHOTOS ON NH DREAM VACATION WEBSITE**

New Hampshire Comedian Sarah Silverman Loves It Here!

Concord, New Hampshire, July 16th, 2010 – Which New Hampshire season does comedian and Bedford, N.H., native Sarah Silverman like the best? All of them! Each of the four seasons in New Hampshire is special to Silverman for different reasons, from the green of summer to the serenity of winter.

As part of the state's summer NH Dream Vacation promotion, even national celebrities who love it here are joining in the fun, says Alice DeSouza, Director of the New Hampshire Division of Travel and Tourism Development. The contest, which runs through Labor Day, allows visitors to participate in an interactive photo contest with the winner receiving a custom-designed NH dream vacation worth \$2,500.

Silverman is a comedian/writer/singer/musician and actress who was born in Bedford, NH. She has been a writer for "Saturday Night Live" and "Mr. Show with Bob and David" and has also acted in movies like "Bulworth" and "There's Something About Mary." Most recently she had a comedy program on Comedy Central aptly titled "The Sarah Silverman Program." Her biography, "The Bedwetter," was published in April of this year.

New celebrities with New Hampshire ties are being added to the celebrity page on the New Hampshire Dream Vacation site (www.nhdreamvacation.com) each week throughout the length of the contest. Watch the contest site for new photos in the coming weeks from Today Show weatherman Al Roker and other local and national celebrities.

There are two ways to win this year. The grand prize package is a New Hampshire Dream Vacation with a value of up to \$2,500. Some restrictions will apply. Five popular vote prizes of a \$500 NH dream vacation will also be given away. Additionally, Irving Oil is providing gas gift cards in the amount of \$50 that are being awarded weekly to randomly selected contest participants.

Head to www.nhdreamvacation.com now to download your contest sign and start taking pictures around New Hampshire.

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

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