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FOR IMMEDIATE RELEASE:**CELEBRITY PAGE ADDED TO NH DREAM VACATION WEBSITE**

New Hampshire Children's Author Tomie dePaola Loves It Here!

Concord, New Hampshire, July 2nd, 2010 – Did you know that Tomie dePaola, famous children's book author who lives in New London, loves the chocolate at L.A. Burdick's, shopping at the Morgan Hill Book Store, and enjoys the food at Rockwell's at the Inn? Now you do, and he's even shared the photos to prove it!

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

"For a small state, New Hampshire is home to a wide range of celebrities," said DeSouza. "Movie stars, Olympic athletes, Supreme Court justices, best-selling authors, film makers and famous comedians- many reside in or have a special fondness for New Hampshire. What better way to discover what New Hampshire has to offer than to hear from the celebrities about why they love it here too!"

The celebrity page on the New Hampshire Dream Vacation site (www.nhdreamvacation.com) launched today with photos of dePaola. Throughout the length of the contest, new celebrities with ties to New Hampshire will be added to the page.

"We are excited to bring our NH Dream Vacation summer promotion back for a second year. This campaign has excited and energized everyone to get out their cameras and join in the photo contest for the best 'I Love it Here' picture," said DeSouza. "We are already getting some great entries from around the state and the country. New Hampshire residents and visitors are having fun exploring New Hampshire and snapping photos of their favorite places in the state. Now we have another fun twist on the campaign – with celebrities sending in their stories and photos at their favorite New Hampshire places. Keep an eye out for some returning faces as well as some new ones this year!"

For those who haven't heard, here's how to play:

1. Click Away: Travel around New Hampshire and capture one or up to five photos from the location list. Make sure you and this sign are in the photos, and include a NH identifier such as a building, sign or landmark. Creativity is key!

2. Enter Online: Upload your photos to enter for a chance to win a dream vacation in New Hampshire at NHDreamVacation.com. You can only enter once.

3. Popular Vote: Boost your ratings at NHDreamVacation.com! Vote for your favorite images and tell all of your friends to vote, too! There are five prizes in the Popular Vote category. Postcards with the “I Love it Here!” signs can also be found at all Welcome Information Centers and various tourism properties throughout New Hampshire.

4. Judges Vote: A panel of judges will select one grand prize winner at the end of the contest.

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. The contest runs through Labor Day.

Suggested photo contest locations are listed below. Rules specify that all photos must be taken in New Hampshire with an “I Love it Here!” contest sign, and must include an identifier in the photo (location sign or building). If there is not an obvious identifier, then the specific location must be given when submitting your photos.

Some ideas for photo ops:

Attractions & Outdoor Activities

- At a family attraction
- At a garden or nature center
- At a drive-in movie theater
- Fishing NH waters
- Zip-lining
- Visiting a museum
- Teeing off on a NH golf course
- Enjoying a summer activity at a ski resort
- Horseback riding on NH trails
- Looking for moose in the North Country
- Enjoying water sports in a lake, river or ocean

Natural Landmarks

- With the Atlantic Ocean in the background
- Endicott Rock, Laconia
- In front of a waterfall or lake
- On the Northern Forest Canoe Trail
- With Mount Washington in the background

On the Kancamagus Scenic Byway
At the top of a NH mountain peak
At the Flume Gorge
On the sandbar at Lake Winnesquam

Buildings & Structures

In front of the Capitol Building, Concord
Inside the Keene gazebo
At a historic covered bridge
At Manchester-Boston Regional Airport
At an art gallery
At a summer live performance
At a general store
On the porch or deck of an inn, hotel or B&B
Visiting a mill yard
At the 1st in the Nation Ballot room, Dixville Notch

State Parks & Historic Sites

At a State Park
In front of a State Park entry sign
Daniel Webster Birthplace, Franklin
Old Man of the Mountain Historic Site
Mt. Washington State Park
At the tower at John Wingate Weeks Historic Site
Anchor at Wentworth-Coolidge Mansion Historic Site
At a historic site or marker

Events

At a NH sporting event
At Motorcycle Week in Laconia, June 12-20
With a sand sculpture at the Hampton Beach Sand Sculpting Competition, June 18-30
With livestock at an agricultural fair
At the lupine festival, June 4-20
Attending a meeting or conference
Getting married in NH
At a concert with a group of friends
At a family reunion
At the League of NH Craftsmen's Fair in Sunapee, August 7-15
At the North Country Moose Festival in Colebrook, August 27-29
At a NH festival or fair

Food & Shopping

At a winery or vineyard
At a stop on the Official NH Wine & Cheese Trail or NH Brewery Map

At an orchard or pick-your-own location
Sitting at a diner counter
Shopping at a farm stand or farmers' market
Shopping at an outlet mall or a NH Main Street
At your favorite restaurant
Licking your favorite flavor at an ice cream stand

Or your Favorite NH Place!

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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