



FOR IMMEDIATE RELEASE

Monday February 8, 2010

From the office of Tracy Barnett, Executive Director

The Local –

MainStreet has been asked to write an article in each (or at least every other) issue of The Steamboat Local.

In a conversation with Tom Reuter Jr., MainStreet Steamboat told him we felt that he could reach a wider demographic and advertising base by including more articles that appeal to an age group beyond the young 20-30 somethings.

While information about what is happening downtown might not be edgy, once we get through the basics of what MainStreet is and what the goals are, we can get into more meaty topics like parking and even the responsible hospitality stuff listed above.

The first article is in the current issue of The Local. It is a little longer than originally intended, and the length will be modified in the future. MainStreet Steamboat's first article is an introduction of the MainStreet program and will progress to explain the four committees and what each does.

This is a great opportunity to educate the public about downtown and the MainStreet program. It will be fun to see how this evolves once we get past the basics. Pick up your copy of The Local and find out what MainStreet Steamboat Springs is all about.

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