

Press Release

For Immediate Release

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2011 Adventure Passport

Find Your Adventurous Side at Mount St. Helens

Kelso, WA- The second edition of the Adventure Passport is now available for visitors and locals to learn about places to explore and things to do in the Mount St. Helens region.

In the summer of 2010 the Passport was a new project for the Cowlitz County Tourism Bureau to tie businesses and destinations in the county together. Postcards were sent in from across the nation, nine states overall. The 2011 Adventure Passport has the same overall look as last year. New sections have been added including one on events and festivals and hiking. The pages that cover Castle Rock, Kelso, Longview, Kalama and Woodland have been expanded to include more information on things to do in each city. The challenge is the same, visitors are asked to get a minimum of seven stamps, one from each of the five incorporated cities of Cowlitz County, one from the SR-503/Lewis River Road side and one from the SR-504/Spirit Lake Highway side. At each location visitors will receive a stamp on the flap just inside the back of the passport where they can also fill out their contact information. A map is located in the center of the passport with a list of main stamp locations and additional locations are located on a list found online at www.visitmtsthelens.com.

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Once visitors have received all seven stamps, they can tear off the self-addressed postcard along the perforated edge, place a stamp on the front and mail it back to the Tourism Bureau. All participants that turn in a completed Adventure Passport postcard will receive an official *Certificate of Completion*. In December, all returned postcards will be entered into a random drawing. Three prizes will be available this year. The prizes are yet to be determined but will consist of items from local businesses that are easily mailed.

“The Adventure Passport is the perfect pocket-book manual of things to do around Mount St. Helens. It’s a great resource for discovering new and exciting places that are usually overlooked. There are so many educational and fun activities and this is a great resource to find out about them,” said Longview resident Natalie Haney.

There are fourteen main stamp locations listed inside each passport where visitors can get a passport and stamp. All businesses in the Cowlitz County area are invited to participate in the program; a complete list will be updated frequently online at www.visitmtsthelens.com. If you would like to be a passport location or have questions about the program, please contact Megan Wells at megan@visitmtsthelens.com or call 360-577-3137.

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