

Press Release

For Immediate Release

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2011 SEASON KICK-OFF TOUR ON MAY 18TH

The Cowlitz County Tourism Bureau leads a caravan up to Johnston Ridge

Kelso, WA- The Cowlitz County Tourism Bureau will lead a caravan up Spirit Lake Highway/SR-504 on Wednesday May 18th to kick-off the 2011 tourism season and introduce stakeholders, partners, members of the media and locals to the people behind the scenes that make Mount St. Helens a world class destination.

Everyone is invited to join the Tourism Bureau on this half-day trip. Nine scheduled stops are planned along the way starting at the Castle Rock Exhibit Hall followed by the Mount St. Helens Visitor Center at Silver Lake, the Seven Wonders Creation Museum, Harry Gardner Park, 19 Mile House, Eco Park Resort, Hoffstadt Bluffs Visitor Center, the Forest Learning Center ending at Johnston Ridge Observatory. Each venue will be hosting a special event or activity including presentations, cobbler and appetizer tastings and new touch-screen exhibits at Johnston Ridge for their first free day of the season.

“The Tourism Bureau wanted to provide the public and its stakeholders with a unique opportunity to meet the people behind the scenes,” said Mark Plotkin, Director of the Cowlitz County Tourism Bureau. “This tour is the perfect way for people to businesses and business owners who they might otherwise pass by on their way up to Johnston Ridge.”

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You may join the caravan at any point in time or travel with the Tourism Bureau from beginning to end. The caravan will stop at each location for about half an hour to enjoy the planned special activity. Most of the locations will extend their special activity or offer throughout the day, call for details.

If you have any questions about the event or have an interest in attending, please contact Megan Wells of the Cowlitz County Tourism Bureau at megan@visitmtsthelens.com or call 360.577.3137.

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