



IMMEDIATE RELEASE:
July 18, 2017

CONTACT:
Gary Mack (DCVB): 630-357-7552
info@mackcommunications.com
Audra Bonnet (Forest Preserve District of DuPage County): 630-871-7549
abonnet@dupageforest.org

Forest Preserves Key Component in DuPage County Attractions

New Partnership Will Promote County's Green Spaces

OAK BROOK— As part of its effort to rebrand tourism in DuPage County, the DuPage Convention & Visitors Bureau (DCVB) is partnering with an organization whose offerings set the county apart from the rest: The Forest Preserve District of DuPage County. DCVB and the Forest Preserve District are teaming up to promote DuPage County as a premier health and wellness and recreation destination.

"Forest preserves are an essential part of the DuPage experience," said Forest Preserve District of DuPage County President Joe Cantore. "We firmly believe the Forest Preserve District's stewardship of natural areas improves the quality of life for county residents, and all forest preserve visitors reap the physical, emotional and spiritual rewards of spending time in nature."

The two organizations will work together to market the DuPage forest preserves and outdoor experiences in an effort to reach both tourists and county residents. This will involve drawing more awareness to healthy lifestyles, recreation and leisure opportunities. DuPage forest preserves offer a variety of outdoor activities including biking, hiking and kayaking. The preserves also host many venues for business, civic or group meetings.

"DuPage County has a wealth of outdoor and nature assets that are key to its identity as one of the healthiest counties in the state," said DCVB Executive Director Beth Marchetti. "Partnering with the Forest Preserve District is a natural choice for us and a key component to increasing our competitiveness with other markets. Not only will this agreement benefit the efforts of our two agencies but also all residents of DuPage County."

The DCVB first entered into negotiations with the Forest Preserve District under the recommendation of its new strategic plan, GPS: A Tourism Roadmap, which was officially unveiled earlier this year. The strategic plan aims to expand and further strengthen the \$2.5 billion tourism industry in DuPage County through a range of tactics, including increasing the leisure tourism market, developing the county as an amateur sports destination, and promoting DuPage's nature and outdoor assets.

GPS: A Tourism Roadmap also calls for a rebrand of the DCVB which is the official tourism marketing agency for all of DuPage County. The Forest Preserve District's natural areas will be a significant part of the rebrand and bring tremendous value as DuPage seeks to capture more visitors who are interested in experiential travel that incorporates nature and outdoor activities. The new brand is set to be unveiled on July 25 at the Danada House in Wheaton, a Forest Preserve District venue popular for weddings, events and meetings. The new brand will be used in local, regional and national marketing.

"Whether you live out-of-state, in Chicago, or in DuPage itself, everyone needs to escape into nature every once in a while," Marchetti said. "This partnership will allow us to stand out even more as a top outdoors destination in the state."

###

The DuPage Convention & Visitors Bureau is the official sales and marketing organization for DuPage County. The DCVB was formed to attract business and leisure travelers to DuPage County's 38 communities and is responsible for generating billions of dollars in revenue every year in the form of hotel nights, tourist attractions, meals and more. The DuPage CVB is the only Illinois State certified not-for-profit organization authorized to represent DuPage County's tourism and convention business.

The Forest Preserve District of DuPage County has been connecting people to nature for more than 100 years. More than 4 million people visit its 60 forest preserves, 145 miles of trails, five education centers and scores of programs each year. For information, call 630-933-7200 or visit dupageforest.org, where you can also link to the District's [e-newsletter](#), [Facebook](#), [Twitter](#), [Pinterest](#), [Instagram](#) and [YouTube](#) pages.