

# NEWS FROM YOUR COLORADO BYWAYS TEAM



Join us for the celebration  
of the 25th Anniversary of Colorado's Scenic Byways!  
JUNE, 2014

JULY 2013



## ANNOUNCEMENTS!

Colorado's 25 Scenic Byways will celebrate their Silver Anniversary next June, 2014 in Black Hawk, the entrance to the Peak to Peak Scenic Byway.

Watch for these monthly newsletters that will keep you and your board or working group current on the planning process.

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## BYWAY TOOLKIT!

Over the next year, we will bring you the latest practices and technology to rededicate Colorado's Byways for the next 25 years.

For starters, we have published a Facebook website just for the 25th Anniversary. Look for it at:

[Colorado Scenic Byways 25th Anniversary-2014](#)

Please 'Like' the site so you can follow the developments. If your Byway does not have a FB site, please ask someone from your committee to log-in & check the latest news. And, you can call Bob for any assistance.

1-970-261-9519

We are putting together a Byways Media Kit that makes press releases and promotions easy.

## CONTACTS!

Depending on your Byway's mission and CMP, we have many contacts to help you achieve your Byway goals.

We can source partners and sponsors for your Byway as we develop the same for next year's promotional campaign and celebration.

We recently called each Byway to update our directory for both individual and public contact info. Help us stay current if there are changes to your Byway's contact information.

**STAY TUNED!**

## BYWAY BIZ!

Do you know TAGWHAT?  
We have our own Byways TAGWHAT channel, and now travelers can use the new FEED feature for instant marketing.

