

OKLA TravelWire Service

What is OKLA TravelWire?

This is a new, free service available November 1, 2005 to Oklahoma's tourism industry. The Oklahoma Tourism and Recreation Department will send out your prepared news releases to media outlets throughout the state, region and nation that have signed up to receive Oklahoma travel information on a regular basis through OKLA TravelWire.

How does it work?

You e-mail your release to our Travel and Tourism Division PR Staff, we will post it to our OKLA TravelWire page on www.TravelOK.com and then send out a notice to the media letting them know that your information has been posted. The media will simply click on a link in the e-mail and go directly to your release. Media will be instructed to contact you directly for more information about the release.

What do I need to know before I send my release to OTRD?

- E-mail your prepared release to Krista@TravelOk.com or Sandy@TravelOK.com with a subject line: "For release on OKLA TravelWire."
- Include the following information on your press release: Release date, contact name, telephone number and email address.
- Include any special instructions or information about your release in your email.
- Try to keep your release to one page.
- Please proofread and edit your release prior to sending to OKLA TravelWire. Our staff will not be making any changes to your release.
- **On the actual press release, please include a contact name, telephone number and e-mail address for a person within your organization who can act as a contact for the media.**
- Allow plenty of lead-time to get the information to the media. For example, if you want to promote an event, send the release to our department at least three weeks in advance of the event.
- Press releases must be sent to OKLA TravelWire **at least one week prior** to desired release date.
- Types of story topics that qualify for OKLA TravelWire include events, new attractions, special exhibits, expansions of attractions, new tourism initiatives in communities, etc. The stories must promote attractions and events that have the potential to attract travelers from outside of Oklahoma and they must be newsworthy to the regional media. Please do not send releases about events and promotions that will only be of interest to people in your community.
- Photos cannot be submitted through OKLA TravelWire at this time.
- The Tourism Department reserves the right to decide if a release can be included on OKLA TravelWire.
- OKLA TravelWire is not meant to replace your current distribution effort for your press releases. It is designed to supplement your current media relations efforts.
- Please see the next page for a sample format of a press release.
- If you have any questions about the service or submitting your release, please contact Krista Townsend at 405/230-8413 or e-mail Krista@TravelOK.com.

OKLAHOMA TOURISM & RECREATION DEPARTMENT

NEWS RELEASE

August 25, 2005

FOR IMMEDIATE RELEASE

Contact: Krista Townsend

Phone: 405-230-8413

Email: Krista@TravelOK.com

Senior Citizens Celebrated with Special Day at Oklahoma State Fair

(OKLAHOMA CITY) – Senior citizens will be celebrated with their own special day at the Oklahoma State Fair during the 29th Annual Oklahoma Golden Age Celebration on Wednesday, Sept. 21, 2005.

The state fair invites all seniors ages 55 or older to be admitted free of charge on that day to enjoy all kinds of fun activities, exhibits, prizes and health screenings designed especially for the golden-ager.

Activities planned for the day include a scavenger hunt, a senior spelling bee, swing dancing, contests and jazzercise classes. There also will be free health screenings to check blood pressure, cholesterol, body fat composition and memory. Door prizes will be given away between 8:30 a.m. and 2 p.m., with unclaimed prizes given away later that evening during the senior swing dance. Free tram and space tower rides will be available for seniors all day.

All senior activities will be held from 8:30 a.m. to 9 p.m. in Carriage Hall, located at the corner of Stagecoach Street and Kiamichi Place under the Clock Tower. Registration for all events begins at 8 a.m. with free coffee and donuts served at 8:30 a.m. while they last. Water will be provided throughout the day.

Pre-registration is not required – seniors may sign-up upon arrival. Volunteers with Time Lines and Mercy Community Outreach - Senior Health will be on hand to greet everyone and help with registration and other questions.

For more information on Senior Day at the Oklahoma State Fair, please contact Melinda Parsons at 405-948-6736.

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