



FOR IMMEDIATE RELEASE

CORPORATE GIFT INCREASES TOURISM AND PUSHES ECONOMY FORWARD IN WNY

Buffalo, New York - When Brian Gavigan, creator of Discover Buffalo Niagara Calendar, received an e-mail from overseas stating that his product prompted tourism to the Buffalo Niagara region, he knew that he was on to something big. The e-mail explained that prior to seeing The Discover Buffalo Niagara Calendar, the only thing they were aware of in this area was Niagara Falls. However, after receiving the 12 month wall calendar as a gift from a business associate in Buffalo, they were so excited about the wide range of activities, and the diverse nature of the region, that they were booking their flight that afternoon.

2010 marks a milestone for every Western New Yorker as the Discover Buffalo Niagara Calendar celebrates its' tenth anniversary of promoting the region in a very unique way. The calendar lists over 350 events occurring here while providing an innovative and inexpensive channel for corporate entities to advertise their company all year long.

In times of economic stress, smart business people put their money into promotion. While others are lamenting slow sales and a weak bottom line, savvy entrepreneurs are advertising. Those who don't, fall by the wayside. Those who do, reap the rewards.

One business owner, who shall remain nameless out of deference to her very valued employees, told Mr. Gavigan half jokingly, she would have to "get rid of an employee before she would knock this calendar out of her advertising budget."

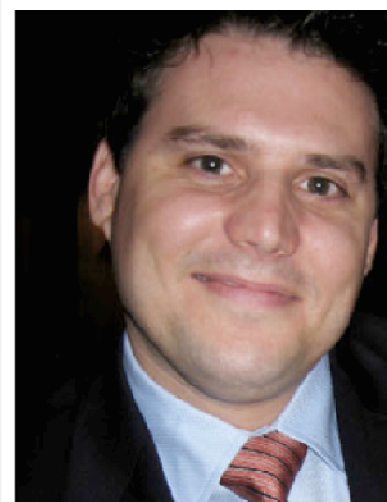
Moreover, the calendar features never before seen pictorials of WNY attractions, taken by award winning photographers while each shot features a quote and a short biography from a local history making Buffalonian, such as Elbert Hubbard - world renowned philosopher and former Western New Yorker, who once said, "Produce Good People - the Rest Follows."

According to Mr. Gavigan, "Corporations can customize calendars to inexpensively advertise their business and give them to clients as gifts. Everyday, one is reminded of new events, historical facts, and the scenic and architectural brilliance of our region. This truly IS a gift that keeps on giving all year long. This is not just a calendar, it's a whole year of entertainment. "

On this tenth anniversary year, the Discover Buffalo Niagara Calendar is expanding by offering the customized calendar to local hotels at a discount of 10% on orders of 500 or more. Local innkeepers can give the custom calendar to their hotel guests as gifts which will serve as a constant reminder of their stay and prompt them to return, or perhaps remain a bit longer to attend one of the events listed on the calendar.

For more information on how to promote your business and increase your sales visit:
www.buffaloniagaracalendar.com

Who knew that the promotion of tourism and turning the tide on the economy in WNY rested on the shoulders of a calendar? Perhaps we will be seeing a quote and short biography from the next local history maker, Mr. Brian Gavigan.



Mr. Gavigan

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