

## Wyoming Office of Tourism Chooses Fahlgren Mortine as Public Relations Agency of Record

COLUMBUS, Ohio (October 16, 2014) – Wyoming Office of Tourism, the state agency charged with promoting The Equality State as a vacation destination, has selected Fahlgren Mortine as its public relations agency of record.

Wyoming attractions include premier parks and natural wonders, including Grand Teton National Park, Devils Tower National Monument, and Yellowstone National Park, the country's first national park. Wyoming is also known for excellent outdoor activities and authentic experiences that pay homage to its frontier heritage.

Having never selected a public relations agency of record before, Wyoming Office of Tourism conducted a national competitive agency review process and ultimately selected Fahlgren Mortine for its knowledge of the tourism industry, national media relations experience and passion for the destination.

"We are excited to partner with Fahlgren Mortine," said Diane Shober, executive director of Wyoming Office of Tourism. "The team continually stood out in the selection process as being knowledgeable not only about the industry and the media landscape, but about our destination as well. I look forward to having their expertise on hand to promote Wyoming as a travel destination."

Travel, tourism and economic development is a key area of focus for Fahlgren Mortine, and the firm is currently listed as No. 5 on *O'Dwyer's* list of travel public relations firms. Other key clients in this sector include Office of TourismOhio, Myrtle Beach Area Chamber of Commerce/CVB, Experience Columbus, Boise CVB, Gatlinburg CVB and Panama City Beach CVB, among many others.

"I am particularly fond of national parks, so I can say this is an exciting addition for me personally," said Neil Mortine, president and CEO of Fahlgren Mortine. "Wyoming is a state with many wonderful stories to be told, and I know the team is excited to develop strategic media relations programs on behalf of the Wyoming Office of Tourism."

### About Fahlgren Mortine

Fahlgren Mortine, a four-time *Bulldog Reporter Agency* of the Year and a finalist for *PRWeek's* 2012 Agency of the Year award, is one of the nation's largest independent marketing and communications agencies with 2013 revenue of approximately \$28 million. The agency is headquartered in Columbus, Ohio with locations in Cleveland, Dayton, Cincinnati and Toledo, Ohio; Parkersburg and Charleston, W. Va.; Ft. Lauderdale and Tallahassee, Fla.; Boise, Idaho; Denver, Colo.; Lexington, Ky.; Greenville and Myrtle Beach, S.C., and New York City. Fahlgren Mortine provides a full-service offering to clients around the world with industry specializations in automotive, business-to-business, consumer packaged goods, education, financial services, healthcare, retail, technology, and tourism and economic development and lifestyle brands. Capabilities include social media, digital services, advertising, public relations, research, branding, media planning/buying, creative and design. For more information, please visit [www.fahlgrenmortine.com](http://www.fahlgrenmortine.com).

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