



The City of Auburn's Historic & Cultural Sites Commission

c/o Cayuga County Office of Tourism

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AUBURN UNVEILS NEW CAMPAIGN TO ATTRACT VISITORS: "History's Hometown" Builds On Growing Interest in Heritage Tourism

Participating organizations:

Auburn Enlarged City School District

Auburn Public Theater

Cayuga County Arts Council

Cayuga County Chamber of Commerce

Cayuga County Historian's Office

Cayuga County Office of Tourism

Cayuga Museum & Case Research Lab

Downtown Auburn Business Improvement District

Harriet Tubman Home

Schweinfurth Memorial Art Center

Seward House

Willard Memorial Chapel

For Immediate Release: Auburn, NY (8/17/09): What do Las Vegas, NV, Branson, MO and Auburn, NY, all have in common? A unique brand that helps visitors understand their unique environments, attractions and cultures. Today, the Auburn Historic & Cultural Sites Commission introduced a new campaign to help create a new brand for Auburn, entitled: History's Hometown.

The Commission will promote the concept of History's Hometown to help visitors recognize that Auburn is a remarkable hub for key figures and events in American history. The city offers attractions related to the Civil War, the Underground Railroad, Black History, American art history, Women's Rights and more. In addition, "History's Hometown" conveys that Auburn is a small, welcoming city.

City Manager, Mark Palesh, believes that the new campaign leverages one of Auburn's biggest strengths.

"Founded in 1793, the City of Auburn has served as the historical crossroads for famous political figures, significant events, and culture," Palesh says. "It provides a unique window into the forces that helped shape this country."

According to Meg Vanek, Tourism Director for Cayuga County, the new positioning taps into a growing tourism trend centered around U.S. history and heritage.

"Auburn really stands out among regional towns and cities," explains Vanek. Not only does it offer all of the benefits of being located in the Finger Lakes, but its cultural and historic resources form the basis for a potentially robust heritage tourism program."

The History's Hometown marketing campaign will be rolled out over the next year. It will launch in August with billboards, public relations efforts, e-mail promotions, and support at the retail level. For information about History's Hometown, visit www.tourauburnny.com or, call 315-255-1658.

About Auburn's Historic & Cultural Sites Commission

The vision of the Commission is to position Auburn as the destination of choice in the Finger Lakes through support and promotion of its history and culture. The Commission organizations include Auburn Public Theater, Auburn Schine Theater, Cayuga Museum & Case Research Lab, Harriet Tubman Home, Schweinfurth Memorial Art Center, Seward House Museum and Willard Memorial Chapel.

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