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HOWARD COUNTY TOURISM & PROMOTION FOR IMMEDIATE RELEASE

Howard County Encourages Visitors to Make a Purchase While Playing Pokémon GO

Highlights:

- FREE t-shirt available to players who bring in proof of purchase
- Exclusive discounts for app users
- Special event to attract users to Old Ellicott City's Main Street

<http://www.visithowardcounty.com/hocomon/>

Howard County businesses & attractions are taking full advantage of increased foot traffic from the release of Pokémon GO.

Ellicott City, MD (July 2016) – Howard County Tourism & Promotion introduces HoCoMon, a Maryland flag waving, cartoon crab, that is encouraging Pokémon GO players to visit and make purchases in Howard County, Maryland. Attractions are promoting concentrations of PokéStops and gyms and many local businesses are offering exclusive deals to app users. Howard County Tourism & Promotion is further encouraging the potential for economic impact by offering a free HoCoMon t-shirt to any app user who shows their app and a receipt from any Howard County shop, restaurant or attraction at the Howard County Welcome Center starting July 15. All of the information is featured on VisitHowardCounty.com and is being pushed out via multiple social media channels.

On Sunday, July 17, Old Ellicott City is promoting special hours for Pokémon GO players. With 32 PokéStops and three gyms within walking distance, the historic town is already proving a popular place for players. Other concentrated locations include the Columbia Lakefront, Historic Savage Mill, the Mall in Columbia and Clark's Elioak Farm.

"Pokémon GO is a unique opportunity for us to get in front of the 20-somethings" said Anthony Cordo, Executive Director of Howard County Tourism & Promotion. He continued, this project is about converting the popularity of this app into actual retail sales."

Sarah Kurtanich, Director of Marketing for Howard County Tourism & Promotion said, "There's no fighting the phenomenon that is Pokémon GO, we're excited to try and use it as an opportunity to show Howard County, Maryland to a new audience."

TWEETS

Even Pokémon know that #HowardCountyMD is a great place to visit! #HoCoMon
<http://www.visithowardcounty.com/hocomon/>

#HowardCountyMD is the place to be for #PokémonGO! Special events, exclusive deals & more just for trainers!
<http://www.visithowardcounty.com/hocomon/>

Tourism WORKS for HOWARD COUNTY, MD!

10,000 employed in County's Tourism industry (1 in 8 Nationally, 131,000 in Maryland)
35,000 visitors in Welcome Center (from 50 states, 18 countries, 3 territories)
\$16M in tax receipts reinvested to maintain County's citizens' nationally recognized quality of life

Howard County Tourism & Promotion

Howard County Tourism & Promotion (501c6 not-for-profit) is recognized by Howard County Government and the Maryland Office of Tourism Development as the official Destination Marketing Organization for Howard County, Maryland and funded by a legislated 2% of the county hotel tax, granted through Howard County Government. Howard County Tourism & Promotion's mission is to increase, develop and promote tourism in Howard County by featuring the county's unique location, sites, services, products and people. We are the first and foremost source of information on all that is wonderful about visiting and living in Howard County, Maryland.

www.VisitHowardCounty.com

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