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MEDIA CONTACT:

Christa Graff
Graff Public Relations, LLC
435.640.7921
christa@graffpr.com

HISTORIC PARK CITY PRODUCES NEW VISITORS BROCHURE

PARK CITY, UTAH (July 18, 2011) – The Historic Park City Alliance (HPCA) is set to debut a new visitors brochure in mid-July. The colorful brochure includes an illustrated map and information on Historic Park City area shopping, dining and businesses.

Funded through the 2010 Summit County Restaurant Tax Grant, the HPCA brochure aids visitors in navigating Historic Park City’s shopping, dining and business district and provides fun historical facts and present-day trivia. An illustrated map of present-day landmarks and is designed to offer a visual “tour” of Historic Park City.

“The new brochure design highlights the look, feel and branding of the Historic Park City area,” said HPCA Executive Director Alison Butz. “We felt that a graphic layout would give Main Street visitors a better sense of what Historic Park City’s atmosphere and culture are all about.”

The new HPCA brochure is designed and illustrated by Flashpoint, a Park City-based marketing agency and printed on EarthChoice® acid-free recycled paper, a product which supports the efforts of the World Wildlife Fund.

For more information on Historic Park City, please visit www.historicparkcityutah.com or contact Christa Graff at christa@graffpr.com or 435.640.7921.

HISTORIC PARK CITY: 'THE MAIN ATTRACTION'

With a thriving business district that boasts more than 250 shops, restaurants, resort and cultural activities, art galleries and signature events, it's no doubt that Historic Park City is "The Main Attraction." The Historic Park City Alliance (HPCA), is dedicated to promoting Park City's Main Street and surrounding area as a viable, vital and dynamic place to live, work and play while also encouraging business development and enhancing activities that benefit the district.

Nestled in the valley bordered by Park City Mountain Resort on one side and Deer Valley Resort on the other, it is the heart and soul of our mountain town and the epicenter of all that is fun and spontaneous. Historic Park City serves as the backdrop to Park City's annual marquee events including the Sundance Film Festival, Park City Arts Festival, Park City Food & Wine Classic and Savor the Summit. Favorite locals' activities on Main Street include the Park Silly Sunday Market and Friday Night Gallery Stroll.

For more information on Historic Park City Business Alliance, visit the web at www.historicparkcityutah.com.