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COLORADO'S GRAND VALLEY POISED TO BECOME THE NATION'S #1 OUTDOOR RECREATION SPOT FOR TOURISTS AND BUSINESSES ALIKE

Grand Junction, Colo., economic development and tourism partners release video of incomparable outdoor playground.

GRAND JUNCTION, CO (July 1, 2016) – “GrandDayCO” launched today, an action-packed video that highlights just how closely integrated the natural environment and outdoor amenities are with the business opportunities offered in Colorado’s Grand Valley, creating an unparalleled quality of life. View the video here: www.GrandDayCO.com.

“Our goal is to go viral,” said GJEP executive director Kristi Pollard. “There’s a lot of buzz around Colorado right now, but not a lot of people realize that there’s a vast outdoor playground on the western side of the Rockies that offers the same opportunities without the crowds, lines or costs associated with the state’s more famous destinations.”

The video, which was sponsored by GJEP; the Grand Junction Visitor & Convention Bureau; the City of Fruita; and local businesses Powderhorn Mountain Resort and bike-parts manufacturer MRP, follows Grand Valley resident Mason Klebold on his journey from sun-up on top of the Grand Mesa, through the Town of Palisade in the East and the City of Fruita to the west, ending in Grand Junction at sun-down. Klebold makes seven wardrobe and gear changes throughout the day.

“We wanted to give viewers an authentic experience of a day in the Grand Valley with many of the outdoor activities that you can enjoy, from skiing fresh powder up over 10,000ft in the morning to

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mountain biking in the desert in the afternoon, and ending up in shorts at the lake in the evening,” said Randy Miller, co-founder of Vitality Films, the production group behind the video. “With only so many hours in the day, we captured only a fraction of all there is to do here, but our hope is that anyone watching gets a real taste for the abundant opportunities right in our backyard.”

Ryan Robinson of Powderhorn Mountain Resort added, “We got a blanket of fresh snow the night before the shoot which made for excellent spring skiing conditions. Since Powderhorn’s addition of the high-speed detachable quad lift, we see a growing number of our customers getting in lots of morning runs before heading down to Palisade, Grand Junction or Fruita for another afternoon activity.”

“You may have heard people say that ‘if you don’t like the weather in Colorado, just wait five minutes’. In the Grand Valley, we don’t wait, we just change elevation,” Pollard elaborated. It takes under two hours to go from approximately 4,500ft elevation in downtown Grand Junction to over 11,000ft on top of the Grand Mesa. “Our unique location gives our residents access to every outdoor activity imaginable almost year-round. It also provides an incomparable market for the outdoor recreation industry.”

The outdoor recreation industry in the Grand Valley generates \$300 million for the local economy and more than 2,000 jobs. According to Pollard, at least one quarter of all new business inquiries at GJEP are also related to the outdoor recreation industry.

“We can’t think of a single locale that outshines the Grand Valley for its breathtaking natural beauty, convenient location, welcoming community, and unrivaled outdoor recreation opportunities — as this video highlights!” said Tim Fry, president of MRP. “For MRP, the sprawling trail networks are the perfect proving grounds for our product development process, a key storyline in our marketing, a draw for new talent, and an asset we’re proud to show off to visiting media and partners alike.”

“But the economic impact of outdoor recreation stretches way beyond the industry itself,” Pollard continued. “It is the number one reason we hear from business owners looking to expand or relocate their company here, *regardless* of industry.”

Outdoor recreation is also a main contributor to the Grand Valley tourism industry. The Colorado National Monument alone saw almost 600,000 visitors in 2015.

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"It is the VCB's goal to promote all aspects of Grand Junction to potential visitors, which of course includes its stunning scenery and adventure offerings," stated Mistalynn Meyeraan, spokesperson for the Grand Junction Visitor & Convention Bureau. "It is our honor to partner and share valuable resources with GJEP, Vitality Films and so many other community partners on a video project of this magnitude. Often, tourism is the first step in economic development to a community and this video proves that collaboration can be successful on many levels."

Mike Bennett, city manager for the City of Fruita added, "The City of Fruita decided to participate in the Grand Day video with the support of our Tourism Advisory Council and City Council because the message of the video complements our triple focus approach to quality of place, economic health and lifestyle. Highlighting the vast array of outdoor activities in our valley is an effective tool in attracting more residents, businesses and tourists to help diversify and strengthen our local economy."

The shoot took close to 20 hours and involved more than 50 local outdoor enthusiasts who contributed their time, products and dollars to make the video possible. The video will soon be accompanied by a 30-second trailer and behind-the-scenes short. Businesses, residents and visitors are able to share their versions of a "grand day" in Colorado's Grand Valley on Twitter and Instagram, using hashtag #GrandDayCO.

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About the Grand Junction Economic Partnership

The Grand Junction Economic Partnership (GJEP) works to enhance the economic vitality and quality of life in Colorado's Grand Valley by supporting high-impact capital investment and job creation. Operating as a private non-profit, GJEP offers free services to organizations interested in relocation or expansion in the cities of Grand Junction and Fruita, the town of Palisade and surrounding regions – and we are proud to represent Colorado's first Rural Jump-Start tax credit zone, Mesa County, which provides eligible businesses with an 8-year tax holiday. Visit www.grandvalleyco.com for more information.

For more information about the sponsors and participants in #GrandDayCO, please contact Cilia Kohn at cilia@gjep.org.

