



COUNTY OF LAKE

Marketing & Economic Development
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FOR IMMEDIATE RELEASE**

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MARKETING PROGRAM REDESIGNS WEBSITE TO BETTER PROMOTE LAKE COUNTY

LAKE COUNTY, CA — In a continuing effort to showcase Lake County's unsurpassed recreational opportunities, spectacular beauty, and fine wines, the Lake County Marketing and Economic Development Program has redesigned and launched a new and improved website at www.lakecounty.com

Utilizing coordinating colors and beautiful photos, the website is geared toward the visitor to Lake County, with top-level categories that most visitors first seek – accommodations, planning a trip, things to do, and information about the area.

While much of the work was done in-house, two local firms assisted with the design, including bitSculptor and MAX Design Studio.

The Lake County Marketing Program is a division of the County Administrative Office and promotes tourism to and commerce in Lake County. The Marketing Program's promotional efforts range from advertising and print materials to travel shows and media relations. Funding for the Lake County Marketing Program is derived from local Transient Occupancy Taxes (hotel bed taxes) collected in the unincorporated areas of Lake County, as well as through participation agreements with other entities including the City of Clearlake, the City of Lakeport, Big Valley Rancheria, Robinson Rancheria, and others.

For more information, contact the Lake County Marketing and Economic Development Program at (707) 263-2580.

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