



## **Vision|Co. Awarded Canadian Tourism Marketing Contract for North Carolina**

### ***Vision|Co. will build on North Carolina's Canadian success and aim to increase visitors***

Toronto (July 7, 2010) – Vision Group of Companies is pleased to announce that the destination team has been awarded the Canadian Tourism Marketing Contract for the State of North Carolina. The account will be led by Charmaine Singh, who has 20 years of experience in the Hospitality and Tourism Industry and is the Past-President of Discover America.

“Having visited North Carolina several times for business and pleasure, I was captured by the scenic beauty, distinct heritage and rich culture throughout the state,” said Charmaine Singh, Vice President of Marketing & Communications at Vision|Co. “Our team at Vision|Co. is excited to support North Carolina’s strategy and to contribute to their continued success in Canada.”

The North Carolina Division of Tourism, Film and Sports Development selected Vision|Co. because of the team’s expertise in effectively reaching the Canadian travel market by incorporating travel trade access, sales activities and promotions, inquiry management, advertising placement, tour development, public relations, consulting services and marketing expansion efforts.

“The Division views Canada as one of the strongest long-term international travel and tourism markets for North Carolina, with over 450,000 visitors in 2008,” said Lynn Minges, Assistant Secretary for Tourism, Marketing, and Global Branding for the North Carolina Department of Commerce. “Vision|Co. has a proven track record in executing innovative campaigns and promotions, and we are confident that Charmaine’s team will compliment our strategy and help increase Canadian travel to North Carolina.”

The N.C. Division of Tourism, Film and Sports Development hired Wiechmann Tourism Service to represent German-speaking Europe (including Switzerland and Austria) and Hills Balfour Synergy will retain the account in the United Kingdom.

-30-

For more information, please contact Leah Wilson at 416-341-2474 ext. 266 or [leahw@visioncompanies.com](mailto:leahw@visioncompanies.com).