



ILLINOIS. MILE AFTER MAGNIFICENT MILE.

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CONTACT: Lisa Hadesman, 312-552-1165
lisa.hadesman@edelman.com

PREPARE TO BE FALLFILLED

With more than leaves to enjoy, Illinois is the premier location to experience this fall season

CHICAGO – The Illinois Bureau of Tourism hopes to further drive travel to and within Illinois this fall with the launch of its latest campaign, Fallfillment. The new campaign is based upon the results of a recent survey¹ which had Illinois leading its neighboring states by offering the most fulfilling travel experiences from a selection of 14 categories, including romantic getaways, tourist attractions, sports and American history. With such a unique range of experiences, Illinois promises that visitors will experience more than the typical fall getaway. The many offerings that are one of a kind to Illinois will ultimately leave visitors more "Fallfilled."

"For a memorable, robust fall getaway, Illinois provides an unmatched experience that we feel is truly unique," said Jan Kostner, deputy director of the Illinois Bureau of Tourism. "Fallfillment spotlights the state's diversity of rich fall offerings found within Illinois. Visitors can explore world-class museums, enjoy local wineries and lose themselves in corn mazes all in one day."

Starting today and throughout the fall season, consumers can view the new campaign advertisements online, in print and on television during fall premier week, starting Sept. 21. Travelers seeking more out of their fall getaway this season can experience a unique range of activities including: corn mazes and carnivores, haunted festivals and wine festivals, sea shows and scenic byways and more. A new Web site, **fallfillment.com**, provides all the ways travelers can learn about the state's one-of-a-kind autumn adventures.

Indulge in the land of Fallfillment at fallfillment.com or discover excitement in Illinois all year round at the Illinois Bureau of Tourism's official Web site, enjoyillinois.com. Beginning Sept. 21, travelers can check the Illinois Bureau of Tourism's **weekly fall color updates** on enjoyillinois.com. The bureau also offers free travel resources with additional information on magnificent 3-Day Getaways, hotel deals, packages, events and attractions through the Bureau's Web site, **www.enjoyillinois.com** or its travel counselors at **1-800-2CONNECT**.

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EDITOR'S NOTE: Media materials and downloadable images are now available on the Illinois Bureau of Tourism online media center at **www.illinoismediacenter.com**. Additional photography, available electronically, may be obtained by contacting Amy Detmer at amy.detmer@edelman.com, 312-552-1142.

The Illinois Department of Commerce and Economic Opportunity, Bureau of Tourism manages industry efforts that result in sustainable and significant economic and quality-of-life benefits for Illinois residents.

¹ According to a 2009 JWT online survey among 300 Midwest residents (IL, MI, WI, IN and MO), conducted on behalf of the Illinois Bureau of Tourism