



# ILLINOIS. MILE AFTER MAGNIFICENT MILE.

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## **ILLINOIS BUREAU OF TOURISM INTRODUCES NEW OFFBEAT ILLINOIS VINTAGE POSTER ADVERTISEMENTS**

*Trio of surprising new destinations to be featured in Chicago bus shelters this summer*

They're back! The Illinois Department of Commerce and Economic Opportunity, Bureau of Tourism (DCEO/IBOT) today released three new additions to its popular Offbeat Illinois advertising campaign. The vibrant, vintage-style advertisements launched in fall 2005 and were designed to highlight Illinois' off-the-beaten-path attractions and drive travel throughout the state. From the naked mole rats at Chicagoland's Brookfield Zoo to the river pirates of Cave-In-Rock State Park in Southern Illinois, the state's Offbeat Illinois campaign introduces travelers to the one-of-a-kind people and places in the Land of Lincoln.

"Consumer response to the Offbeat Illinois poster campaign has been phenomenal," said Jan Kostner, deputy director of DCEO/IBOT. "The advertisements are a compelling, whimsical way to encourage exploration of lesser-known destinations that are uniquely Illinois."

The new posters will be found in Chicago bus shelters May 1 through June 30 and feature the following attractions:

- Springfield's **Cozy Dog Drive-In**, the famous Route 66 landmark and the birthplace of the corn dog on a stick. Inventor Ed Waldmire Jr. created the tasty treat when he coated his hot dog with batter and pierced it with a cocktail fork. He called his new creation a "crusty cur," but fortunately his wife had a more appetizing idea, dubbing them "cozy dogs." The Cozy Dog was "born" during World War II, an era reflected in the poster's art, which feature a nurse feeding an infant corn dog with a bottle of mustard.
- Olney, Ill., aka **White Squirrel Town**. Rare albino squirrels enjoy a privileged existence in this Central Illinois destination. The town conducts an annual white squirrel count where locals scour the landscape, inch by inch, to determine population of this rare animal and its migration trends. Visitors to Olney should look both ways before crossing the street as the laws in Olney give the squirrels right-of-

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way on every corner. As the poster proclaims, Olney's pristine squirrels "have nothing to fear, except for those stubborn grass stains."

- The Tempel Lipizzans' **Stallion Ballet** in Old Mill Creek, Ill. An elite breed of horse dating back 400 years to the royal court of Austria, Lipizzans are renowned for their elegant gait, intelligence and ability to perform dressage—a type of skilled horsemanship. These magnificent creatures perform a "horse ballet" to classical music in Tempel Farms' charming country setting north of Chicago. Donning tutus, beautiful stallions *jeté* and *pirouette* across the poster.

The three new posters will join IBOT's popular Offbeat Illinois merchandise offerings found on [www.enjoyillinois.com](http://www.enjoyillinois.com). Consumers can choose from posters, T-shirts, magnets, coasters, journals, baby bibs and more featuring the eye-catching advertisements.

For visitors looking to experience all of Illinois' offbeat destinations, the Illinois Bureau of Tourism offers additional information on one-of-a-kind attractions, events statewide and suggested 3-Day Getaways on the Bureau's Web site, [www.enjoyillinois.com](http://www.enjoyillinois.com), or through its travel counselors at **1-800-2CONNECT**. Travelers can also order the all-new Illinois Travel Guide, the most comprehensive guide to travel in the Land of Lincoln. Guides are available at Tourist Information Centers, local convention and visitors bureaus, and regional tourism development offices statewide.

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**EDITOR'S NOTE:** Media materials and downloadable images are available on the Illinois Bureau of Tourism online media center at [www.illinoismediacenter.com](http://www.illinoismediacenter.com). Additional photography, available electronically, may be obtained by contacting Emma Douglas at [emma.douglas@edelman.com](mailto:emma.douglas@edelman.com), 312-240-2730 or Stephanie Aenchbacher at [stephanie.aenchbacher@edelman.com](mailto:stephanie.aenchbacher@edelman.com), 312-240-2688.

*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.*