

**Connecticut Invites Residents and Visitors to Experience and Share the State's 'Revolutionary Views'
New Integrated Fall Marketing Campaign Launches September 8**

(Hartford, CT) September 8, 2014 – Today, the Connecticut Office of Tourism kicked off an integrated marketing campaign to inspire residents and visitors to see Connecticut differently this season. From unique vantages through GoPros and aerial footage, to launching a new fall tourism marketing campaign and Instagram channel, the state will be bringing hundreds of “Revolutionary Views” across the state to life through a variety of engaging touch points. People will also be invited to share “Revolutionary Views” of Connecticut on the state’s social media channels for their chance to win weekly prizes and a new digital camera.

“Investing in Connecticut’s tourism sector makes sense because, as an industry, it accounts for more than 100,000 jobs and over \$1 billion in state and local revenue. It also gives us a chance to attract people to our state and show them why Connecticut is such a great place to live, work and play,” said Governor Dannel P. Malloy. “Whether hiking our trails, biking or driving our scenic roads, dining with extraordinary views or attending a show at one of our Tony-award-winning theaters during our first-ever Play! in Connecticut Fall Theatre Festival, the fall season is the perfect time to see first-hand what makes Connecticut *still revolutionary*.”

The fall campaign launches with ten “Revolutionary Views” that are not to be missed when exploring the state this season. From kayaking around Ledge Lighthouse in New London, to stunning vantages of the Connecticut River from Gillette Castle, to dining al fresco at one of the state’s farm-to-table restaurants or soaring through the turning leaves by zipline, the list is designed to inspire people to see and experience the diverse range of attractions and destinations across the state.

Ten Revolutionary Views

- View from the bottom of Kent Falls (Kent)
- View from the middle of a Connecticut corn maze (Lyman Orchards, Middlefield)
- View of your friends and family around a fresh farm-to-table dinner (Dinners on the Farm, Chester)
- View of the harbor from one of Mystic Seaport’s historic vessels (Charles W. Morgan, Mystic)
- View of the beautiful Connecticut countryside by bike from Cove Island Park (Stamford)
- View from the front row at one of Connecticut’s Tony award-winning theaters (Yale, New Haven)
- View of Connecticut’s fall foliage as you zip through the trees at the Adventure Park (Storrs)
- View from the top of Talcott Mountain (Simsbury)
- View from a Connecticut Vineyard (Gouveia, Wallingford)
- View from Essex Steam Train (Essex)

Starting today through October 5, people can submit their ideas for Connecticut’s “Revolutionary Views” to the Connecticut Office of Tourism’s Facebook page and through Twitter and Instagram via the #CTviews hashtag for the chance to win weekly prizes. Photos must align with the theme-of-the-week, inspired by the state’s fall campaign creative. Random winners will be selected on a weekly basis, with tickets to Mystic Aquarium, passes to Powder Ridge Mountain Park & Resort, and tickets to shows at Tony award-winning Hartford Stage, Yale Repertory Theatre and the Norma Terris Theatres and more. At the end of four weeks, select photos will be paired to align with the state’s ad campaign themes for consumer voting. Those who submitted the photos in the pair with the most votes will each get a new digital camera.

The fall television and digital creative continues to build on the spring / summer campaign, playfully communicating through unique pairings of identifiable destinations the idea that escaping to Connecticut offers travelers a diverse balance of activities without having to drive too far. The state will also run business development digital and TV advertising this fall, which will showcase Connecticut companies and business leaders committed to innovation, talent and leadership in their respective industries. The ads will spotlight Connecticut as the perfect place to start, grow or bring a business.

“Our spring / summer Revolutionary Thoughts campaign launched the next evolution of the still revolutionary brand illustrating Connecticut’s unique ability to show the juxtaposition of natural and cultural, the relaxing and the active, the historical and the contemporary with more than 90 destinations featured,” said Randy Fiveash, Director of Tourism. “We’re excited to showcase even more of our tourism partners in our fall campaign, inspiring people to see and experience Connecticut like never before.”

New Fall Finds in Connecticut

Connecticut also welcomes a number of new attractions, destinations and activities across the state this season:

- [Charles W. Morgan Whaleship in Mystic](#): Built and launched in 1841, the Morgan is now America’s oldest commercial ship still afloat. After completing a historic 38th Voyage this summer, the whaleship has returned to Mystic Seaport and was reopened to visitors and public tours on August 9.
- [Infinity Music Hall & Bistro in Hartford](#): The popular dining and concert venue, in Norfolk, just opened a second, larger location in Hartford’s Front Street District on August 21.
- [The Connecticut Bed & Breakfast Bicycle Trail](#): The newly revamped website features eight different biking trails that can help bikers route their trip through Connecticut, and then finish up the day in comfort, at one of the many Bed and Breakfasts along the way. Bikers can also enjoy mini trips off the designated trail to discover hidden gems, historic stops and the beautiful scenery across Connecticut.
- [R/V Spirit of the Sound™ in Norwalk](#): Due to launch this fall, visitors can climb aboard The Maritime Aquarium’s new research vessel R/V Spirit of the Sound™ for a two and a half hour adventure into Norwalk Harbor and Long Island Sound. The 65-foot all-aluminum ship is the world’s only hybrid powered catamaran research vessel, which will reduce diesel consumption by 75 percent and allow for participants to observe the environment in a more serene and natural atmosphere.
- [Renovated Riverfront Park in Glastonbury](#): Glastonbury is renovating their riverfront area with a new boathouse, playground, lighted basketball court, ice-skating area, picnic area, a fountain and hiking trails along the river. Grand reopening set for September 27.
- [The Curtis House in Woodbury](#): Located in the heart of the state’s antiques Capital, The Curtis House, the oldest inn in Connecticut, is celebrating its 260th Anniversary in October 2014.
- [Powder Ridge Music Festival in Middlefield](#): The idea for this festival was originally created in the 1970’s, but was never successfully executed. The park is finally bringing the festival to life on Oct. 4 & 5. In the coming months, Powder Ridge will also be opening a new destination restaurant [Fire at the Ridge Restaurant](#). The full-service, 200 seat restaurant and bar will serve up artfully-inspired regional cuisine, inspired by Executive Chef Kevin Cottle.
- [Stony Creek Brewery in Branford](#): The Stony Creek Brewery is set to open a new location on the Branford River by winter of this year. Situated on the river’s waterfront, this will be the town of Branford’s first microbrewery.

For additional information on Connecticut events, trip ideas and travel deals check out www.CTvisit.com. Join other passionate residents and visitors by becoming part of the state's social community, on [Facebook](#), [Twitter](#), [Pinterest](#) and now, [Instagram](#).

About The Connecticut Office of Tourism

In 2012, Connecticut's Office of Tourism (COT), a division of the Department of Economic and Community Development, launched Connecticut *still revolutionary* as a strategic marketing initiative designed to build pride among residents and bolster the state's reputation as a business and tourism destination. Connecticut is home to fine dining and entertainment, serene beaches and hiking trails, historic treasures and world class museums. To obtain more information about Connecticut tourism or plan your next trip, visit www.CTvisit.com or call 1-888-CTvisit.

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