



## CVB to unveil new image in 2010

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Chalk one goal off the list for the Murray Convention and Visitors Bureau in 2010.

In early January, the CVB will be unveiling an all-new Web site, logo and e-newsletter to help promote Murray and Calloway County. The site and logo have been in the works for some time after realizing an update was necessary.

“We saw a need to update our site compared to the other tourism sites we looked at,” said Stephanie Butler, event coordinator. “This will be more design-friendly and offer detailed event information and photos.”

Butler and Erin Carrico, CVB executive director, worked with Justin Kimbro of K-Squared Designs to make the site and new logo a reality.

“The new logo represents an abstract tree with limbs and leaves. The tree is a symbol for home and can be interpreted in many forms,” Carrico said.

“That was the whole idea; the logo fits everyone. Whether you are a student making Murray your home during the semester, parents raising a family, or a couple retiring for a lifetime, it feels like home.”

Butler said the site should go live in mid-January, and will change graphically according to the season. When it goes up, a winter theme will be displayed to match the current season.

In addition to the site and logo update, an e-newsletter has been created. Butler said it will contain information on upcoming events along with past event wrap-ups and photos. The e-newsletter will be released quarterly and a sign-up form will be located on the new Web site.

Two other initiatives being taken by the CVB staff include creating Facebook and Twitter accounts.

“The Facebook page has been growing beyond expectations, we’re already getting close to 2,000 fans,” Butler said. “We wanted to be connected to people and the different kind of person than the one that visits our Web site.”

Both accounts are frequently updated with information on the CVB and events around town and the Facebook account also includes photos.

All of these initiatives will hopefully help promote Murray and Calloway County to residents and non-residents alike, Carrico said. These updates will coincide with the release of the print version 2010 Visitor Guide.

For more information, visit [www.TourMurray.com](http://www.TourMurray.com), or search Facebook or Twitter for Murray, Ky.



KYSER LOUGH/Ledger & Times

Stephanie Butler, event coordinator at the Murray Convention and Visitors Bureau, shows a mockup of the organization’s new Web site which will go live in mid-January 2010. The site will feature greater interactivity and information on upcoming Murray and Calloway County events.