



**For Immediate Release:  
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**Contact:  
Teri Ellis Schmidt  
605-373-2030(w)  
605-366-5590(C)**

## **Sioux Falls Hospitality Industry Welcomes Travelers at Rest Stop**

**SIOUX FALLS, SOUTH DAKOTA – The Sioux Falls Convention & Visitors Bureau (CVB) along with several partners in the Sioux Falls hospitality industry will greet visitors at the Valley Springs Rest Stop on I-90 from 9:00 a.m. – 5:00 p.m. July 10 and 31, 2009.**

This event allows the local hospitality industry an opportunity to draw visitors off the Interstate to promote the community and its attractions. Representatives from the Sioux Falls hotels, area attractions and CVB will be present at the Valley Springs Rest Stop/Information Center to inform travelers why Sioux Falls is the best place to stop while on their summer adventure. The CVB will distribute Visitor Guides, Visitor Maps, and Falls Park Brochures and complimentary treat for all travelers.

***The Sioux Falls Convention & Visitors Bureau is the city's lead sales & marketing organization, designed to sell Sioux Falls as a one-of-a-kind destination for all conventions, meetings, events, and tourism.***

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