

November 18, 2009

FOR IMMEDIATE RELEASE

NEWS from *The Shires of Vermont*

One Veteran's Memorial Drive

Bennington, VT 05201

The Shires of Vermont

Press Contact: Paula Maynard, 802.367.7961

WILL MOSES POSTER "THE SHIRES" NOW AVAILABLE

In the summer of 2008, Will Moses was commissioned by The Shires of Vermont Regional Marketing Organization to create, in his celebrated style, a visual image to represent the southwest corner of the state. The region, which encompasses the north and south shires of Bennington County with Manchester and Bennington and the 15 quintessentially New England towns is known as "The Shires of Vermont." The 24" by 28" painting captures The Shires brand; its common sense of place, history and culture, abundant recreational opportunities, proud agricultural heritage, robust entrepreneurial spirit, and the wide range of culinary, lodging and shopping experiences found on its scenic byways, mountaintops and busy mainstreets. All of these Shires assets come to life on the poster version of the painting, visual evidence of what makes The Shires a special place to live and work and a distinct destination for visitors seeking an authentic Vermont experience.

"The Shires" poster by Will Moses is available for purchase from the RMO for \$24.95 and available to retailers at wholesale prices. To purchase this first edition poster email [HYPERLINK "mailto:poster@theshiresofvermont.com"](mailto:poster@theshiresofvermont.com) poster@theshiresofvermont.com or call 802.375.6532.

The commissioned painting, poster, *The Shires of Vermont* magazine, web presence, increasing notoriety, and growing number of cooperative advertising efforts are signs of the continuing evolution of an idea that took hold nearly four years ago when the effort to brand Bennington County got its start. To learn more about The Shires of Vermont email [HYPERLINK "mailto:info@theshiresofvermont.com"](mailto:info@theshiresofvermont.com) info@theshiresofvermont.com.