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FOR IMMEDIATE RELEASE

NEWS from *The Shires of Vermont*
Bennington-Manchester
So Vermont. So near!

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THE SHIRES OF VERMONT MAGAZINE
ARRIVES IN THE COUNTY

The Shires of Vermont magazine was just hitting the streets here as it was also arriving at distribution points in Vermont State Welcome Centers, New York's Capitol Region, Massachusetts and New Hampshire. The printing of the second edition was just one more accomplishment for a branding initiative that began four years ago. Published in partnership with Media News Group, *The Shires* magazine is the long awaited lure piece for Vermont's southwest region. The design features the neighboring southeastern region's *Southern Vermont Adventures* magazine on the flip side thus doubling exposure for the entire southern tier of the Green Mountain State. In addition, the centerfold map unites the two regions while highlighting three designated national scenic roadways: the Molly Stark, Stone Valley and Connecticut River Valley Byways.

The cover of this edition of *The Shires* magazine depicts the Will Moses painting commissioned by The Shires of Vermont Regional Marketing Organization in 2008 to represent the region, collectively the 17 towns and villages of Bennington County including Bennington and Manchester, a popular destination for those seeking an authentic Vermont experience. The Moses painting has been on tour from south to north throughout The Shires, on display at banks and cultural sites since its unveiling in March.

Having a magazine representative of The Shires with out of state distribution has been a goal of the group since the branding initiative was undertaken in 2005. The Shires brand is rooted in both the area's rich history and the important connection between its north and south shire communities. The editorial content of the new magazine reflects this with articles in the summer edition covering topics like: Bennington's Moosefest, 200 years of hospitality at the Dorset Inn, 25 years for the Spivak family at Bennington's Hawkins House, Norman Rockwell's Arlington roots, the Batten Kill Trout Restoration Project, Northshire Bookstore and Don Sawyer's "On the Road" featuring Manchester resident Donnie Dorr ... each a wonderful slice of life in The Shires of Vermont.

If you would like a copy of *The Shires of Vermont* magazine contact the Bennington Area Chamber of Commerce at 802.447 3311 or the Manchester and the Mountains Regional Chamber of Commerce at 802.362.2100.