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FOR IMMEDIATE RELEASE

NEWS from The Shires of Vermont Regional Marketing Organization  
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**WILL MOSES TO SIGN “THE SHIRES OF VERMONT” POSTER AT NORTSHIRE BOOKSTORE**

On Monday, September 21 at 5:00 at the Northshire Bookstore in Manchester, Vermont, acclaimed folk artist Will Moses will sign copies of a beautiful new poster, “The Shires of Vermont.” Will’s original painting, upon which the poster is based, will also be on display, at its final stop on a tour through The Shires that began in March in Bennington.

In the summer of 2008, 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 encompasses the north and south shires of Bennington County with Manchester and Bennington and 15 towns and villages, known collectively as “The Shires of Vermont.” The 24”x 28” painting captures The Shires brand with its historical, cultural, natural, agricultural, recreational and entrepreneurial assets. All combine to make The Shires a special place to live and work and a distinct destination for visitors seeking an authentic Vermont experience. The region comes to life on the canvas with Moses’ trademark style.

The commissioned painting, original poster, new *The Shires of Vermont* magazine, web presence and growing 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.

Bookstore visitors on the 21st will not only have an opportunity to get a signed copy of the beautiful new “The Shires of Vermont” poster, but a chance to learn a bit more about the branding project and how they can get involved. For more information on the event visit [HYPERLINK "http://www.northshire.com"](http://www.northshire.com) www.northshire.com. To learn more about The Shires of Vermont email [HYPERLINK "mailto:vacation@theshiresofvermont.com"](mailto:vacation@theshiresofvermont.com) vacation@theshiresofvermont.com.