

Blue Canyon Kalispell Grand Opening – July – August 2007

Public Relations

Radio remote July 31st – KOFI or B98

Media luncheons – first scheduled for August 13th - (Chef Table when appropriate) will include local radio,

print and TV reporters

On-air radio tastings/interviews will kick in immediately following the media luncheons (we want on-air personalities really hyped about the dining experience/food)

One-on-one Interviews with Chef for print publications will be ongoing.

We'll include as many of these pubs in the media luncheons as possible.

Those that are located out of town will be invited in when it's convenient for them.

Live music will be posted in community calendars/arts sections

Photos for ads to be taken on Wednesday, July 25.

Susan will coordinate with Kimberly on Casino news

Media

Blue Canyon Grand Opening media will consist of print and radio (billboards and airport signage is complete)

Teaser ads run in Daily Interlake, KOFI radio and B98 radio July 27, 28, 29 and 30th (please note teaser ad attached.)

Now open ads featuring Chef and Todd and TEAM - series of 3 - Runs July 31st and August 2 and August 6,7 and 8 in Daily Inter lake (please note for print we are targeting weekday). Radio KOFI and B98 will be ongoing thru month of August -

Media lunch scheduled for August 13 - therefore the week of PR will allow a moratorium on print ads.

Daily Interlake flight resumes August 20 and runs thru the 22nd.

Daily Interlake buy is their Grand opening package - each of the 12 ads is 306.00

KOFI and B98 each have 1500.00 allocated for the month.

note: working with Kimberly on Silver Canyon support - much of the casino promos are "gorilla" marketing driven.