

FOR IMMEDIATE RELEASE

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**SARATOGA COUNTY CHAMBER OF COMMERCE AND SARATOGA CONVENTION AND TOURISM BUREAU
TEAM UP TO OFFER FIRST SARATOGA TOURISM MOBILE WEB SITES**

SARATOGA SPRINGS, N.Y.--- The Saratoga County Chamber of Commerce and Saratoga Convention and Tourism Bureau are working together to develop two separate mobile web sites, one directed at individuals and families on vacation and another targeting convention and meeting attendees. These mobile web applications are a first for Saratoga County and are a response to the growing usage of smart phones and the need for destinations to deliver timely information via mobile platforms.

The Saratoga Convention and Tourism Bureau hopes to use the new mobile web site to provide information about their organization and its members both in advance of and during conventions, meetings and group tours in the Saratoga area. The Convention and Tourism Bureau's mobile site will be www.discoversaratoga.mobi.

The Saratoga County Chamber of Commerce's Tourism Division will use their mobile web site to both inform and assist leisure travelers, allowing families to find area restaurants, attractions, things to do and much more while in Saratoga County on vacation. The Saratoga County Chamber's mobile site will reside at www.visitsaratoga.mobi.

The project is being developed by mobiManage, one of the leading firms in the United States who develops tourism specific applications for mobile devices. By teaming up, the Chamber and the Convention bureau were able to reduce the cost of utilizing this new technology and to meet the needs of everyone visiting Saratoga whether on vacation or attending a meeting or convention. The new sites are expected to be live within the next 45 days.

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The Saratoga Convention & Tourism Bureau is an independent, not-for-profit destination marketing organization with the mission of attracting group business to the Saratoga area and to serve as a liaison between group buyers and local businesses. Visit www.discoversaratoga.org