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# Media Release

## Visit Billings Takes on Times Square in NYC

### For Immediate Release

Billings, MT, March 31, 2014: For the next week, New Yorkers will get a glimmer of our very own Billings, Montana's Trailhead on the big screen.

Visit Billings, formerly known as the Billings Convention and Visitors Bureau and Tourism Business Improvement District, advertises Billings as a tourism destination all over the world. Taking advantage of a unique marketing opportunity, the organization negotiated a five second spot to run twice every hour April 1 – 7 on ABC's Good Morning America screen in Times Square. [Click here](#) to view the spot.

"This is a simple and effective way for our destination to get in front of millions of people in a fresh, captive market," explained Alex Tyson, Executive Director of Visit Billings. "Paired with our other national advertising, Billings will stand out as an essential, urban destination in Montana."

Visit Billings will be running a contest for New Yorkers to snap a photo of the Billings spot running on the Good Morning America screen and upload them to their Facebook page. Winners will receive Billings, Montana specialty items.

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The MISSION of Visit Billings is to generate room nights for lodging facilities in the city of Billings by effectively marketing our region as a preferred travel destination.



The Tourism Business Improvement District is managed by the Billings Chamber of Commerce/Convention & Visitors Bureau.