

PRISM
Public Relations Individuals in Southern Maryland

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Press Release
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PRISM Meeting Will Feature 375th Birthday County Marketing Campaign

Learn how to develop a multifaceted community marketing campaign. Join the Public Relations Individuals in Southern Maryland ([PRISM](#)) at a luncheon meeting to be held at [The Riverview](#) restaurant at Wicomico Shores on Thursday, April 23, 2009, at noon.

Carolyn Laray, Tourism Manager, St. Mary's County Department of Economic and Community Development, will address the creation of the "Celebrate 375" regional birthday campaign from the county's perspective. Susan Wilkinson, Director of Marketing and Communications, Historic St. Mary's City, along with Kim Cullins, Marketing and Development Specialist, Museum Division, St. Mary's County Department of Recreation and Parks, will address the topic from a partner's perspective. These marketing professionals are taking a team approach to discussing the ins and outs of coordinating a campaign that took time to plan and develop, teamwork among a variety of businesses and tourist sites, and a bucket of historic know-how to ignite and launch.

From the Maryland 375th Birthday Ice Cream at Bruster's Real Ice Cream and a special 375 wine bottled by a member of the Southern Maryland Wine Growers Cooperative, to promoting the Discover St. Mary's County VIP Incentive Card, you'll find out how a team of dedicated Maryland patriots worked together to create this birthday splash.

The event is \$12 for PRISM members and \$18 for non-members. The cost includes lunch. To reserve your space, please contact Katherine Stormont at 240-577-2374 or kstormont@md.metrocast.net by Tuesday, April 21.

For more information about this and future events, please visit our Web site at www.prisonline.info. To find out more about the Riverview Restaurant, go to www.co.saint-marys.md.us/recreate/riverview.asp or call 301-884-4601.

PRISM is the organization of public relations and marketing professionals in Southern Maryland. The group holds bi-monthly luncheon meetings and occasional workshops to foster professional development and networking opportunities for its members. The meetings rotate between Calvert, Charles and St. Mary's counties. For more information, or to join, log on to www.prisonline.info, or contact Gretchen Heinze Hardman at 301-885-0108 or gretchen.heinze@charlescommunityfoundation.org.

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