

# Discover the magic of Salem



## MEDIA RELEASE

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## Historic Federal Street Image Wins Destination Salem Photography Contest

More than 170 images were submitted and nearly 200 people voted in the first annual competition for the cover of the Salem Visitor Guide

**Salem, MA...** An image of the historic brick sidewalk and fencing along Federal Street taken by Jane Cappuccio Stauffer of Salem, Massachusetts, has won Destination Salem's first annual photography contest. The image will be featured on the cover of the 2010 Salem Visitor Guide, which is distributed internationally to promote travel and tourism to Salem.

More than 160 images were submitted to the contest, which ran from July until December 2009. Destination Salem's marketing committee selected seven images that were posted on Salem.org and on Destination Salem's Facebook page for a public vote. Nearly 200 people voted, and Stauffer's image won with 36% of the vote.

An image of The House of the Seven Gables taken by Lisa Poehler of Springfield, Massachusetts, took second place with 32% of the vote. 24% of the vote and third place went to an image of the Tall Ship *Friendship of Salem*, which was taken by Len Burgess of Danvers, MA.

Destination Salem plans to use many of the images submitted to the contest in its visitor guide and on Salem.org in 2010. "The caliber of images submitted was excellent," says Destination Salem executive director Kate Fox, "We really wanted to see Salem through our visitors' perspective, and the contest has allowed us to do just that. We will now share that perspective with future visitors through our 2010 publications."

Destination Salem will produce 300,000 visitor guides in 2010. They will be



distributed to domestic and international consumers through direct mail, visitor centers, hotels, trade shows, and conferences. An electronic version of the guide will be downloadable on Salem.org, the official tourism web site for the City of Salem.

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**About Salem:** Salem, Massachusetts, is a destination recognized around the world for its rich history, which includes the tragic Salem Witch Trials of 1692, the glorious maritime era that left its indelible mark on Salem through architecture, museums, and artifacts, and for its month-long celebration of Halloween. Today Salem more than 800,000 visitors come to Salem annually, generating more than \$55.6 million in tourism spending.

As the destination marketing organization for the City of Salem, Massachusetts, Destination Salem cooperatively markets Salem as one of Massachusetts' best destinations for families, couples, domestic, and international travelers who are seeking an authentic New England experience, cultural enrichment, American history, fine dining, unique shopping, and fun. For more information, visit [Salem.org](http://Salem.org).