

Arizona Office of Tourism Announces Summer Travel Campaign

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To promote local tourism, Arizona Office of Tourism launching its Summer in AZ campaign with a brand new Web site, www.summerinaz.com, and a Pin It 2 Win It sweepstakes on Pinterest.

"Summer is short and we want residents and visitors to start planning Arizona vacations so they can be sure to enjoy it," says Sherry Henry, AOT director. "With the hustle and bustle of everyday life, many people forget that they don't have to travel very far to experience a great, well-deserved vacation."

The Summer in AZ Web site is filled with easy-to-travel-to trip ideas and activities, from kayaking down the Colorado River, hot air ballooning above the Sonoran Desert, exploring Grand Canyon National Park or taking a poolside break at one of the Valley's top resorts.

Visitors can even enter for a chance to win a vacation getaway with the Summer in AZ's Pin It 2 Win It sweepstakes. Web site visitors are encouraged to start pinning from the Pin It 2 Win It sweepstakes Pinterest board, creating their idea of the perfect Arizona getaway. Visitors will be automatically entered to win a getaway valued at \$1,500.