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NEW AD CAMPAIGN FROM DESTINATION CLEVELAND TO LAUNCH DURING SUNDAY'S POPULAR PUP MATCHUP

Commercial will showcase Cleveland through the eyes of everyone's best friend

CLEVELAND (Feb. 9, 2024) – Destination Cleveland, the destination marketing and management organization for Greater Cleveland, is bringing the city to a national stage on one of the biggest media days of the year. The organization's newest advertising campaign will debut as more than 100 pups from around the country take the field for a friendly, four-legged competition.

"To get people talking, we're showcasing The Land through the eyes of a dog – a visitor's best friend," said Marie Scalia, chief marketing officer at Destination Cleveland. "For 10 years, we've built a successful brand and changed perceptions of Cleveland through traditional paid media opportunities. The time is right to show off our great city in a different way and on a big day. To make the most of the effort, we're using an integrated marketing approach to highlight Cleveland's fun-loving attitude, along with many of our distinctive experiences. We're excited to build momentum as we work to bring more visitors to The Land, especially in a year that's filled with significant international events."

Campaign Details

The commercial will run nationally during the pregame show for the country's preeminent pup matchup (1-2 p.m. EST), the main event (2-5 p.m. EST) and again during each of the 3 re-broadcasts of the event later that day. From Feb. 12 through March 23, the ad will air over three hundred times. It will also reach viewers on connected TV (like Hulu and similar streaming services) and will be promoted in key target markets on social media. Destination Cleveland is not an official sponsor of Sunday's popular pup matchup.

The full commercial will be available on Destination Cleveland's [YouTube](#) and social media channels at 6 a.m. on Sunday, Feb. 11.

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ABOUT DESTINATION CLEVELAND: *Destination Cleveland is Cleveland's destination marketing and management organization. The private, non-profit organization's mission is to stimulate economic growth by attracting people and connecting them to experiences that illustrate Cleveland's diversity, creativity and contagious passion. In 2022, visitation increased 12% over the year prior to 17.9 million visits. For more information, visit www.thisiscleveland.com.*