



*News from*  
**SALEM COUNTY**  
Office of Public Information

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**COWTOWN RODEO SELECTED AS  
TOP DAY TRIP DESTINATION**

(SALEM COUNTY, NJ)-- The Cowtown Rodeo in Salem County was recognized recently by *New Jersey Monthly* as one of the top day trip destinations in New Jersey. The article, which is available in the Lifestyle Section of [NJMonthly.com](http://NJMonthly.com), featured 15 specific New Jersey day trip destinations including the Cowtown Rodeo in Pilesgrove. This follows recognition Cowtown recently received from [FunNewJersey.com](http://FunNewJersey.com) as one of the 15 best weekend destinations to “do something really different with the kids off the beaten path in New Jersey,” and an April New Jersey “day tripper” feature on [livingmedia.com](http://livingmedia.com).

The Cowtown Rodeo has been an institution in Salem County for 55 years. During the 1950s and 1960s, Cowtown became nationally known via the television exposure it received which helped draw many visitors to the area. Today, the County is working hard to bring this wonderful attraction, and many others, to the attention of a whole new generation of potential visitors as part of the *Discover The Possibilities* marketing campaign. In fact, individuals interested in visiting Salem County will find a number of day and weekend “Sample Itineraries” on the County’s tourism Web site [www.VisitSalemCountyNJ.com](http://www.VisitSalemCountyNJ.com) including “Golf and Grapes Weekend,” “Spend A Weekend Canoeing or Kayaking,” “Nature, History, and Arts Weekend,” “Birdwatchers Delight,” “Farm Fresh-Old West Roundup,” “Cumberland-Salem Revolution Cyclists Tour,” “and “Discover Salem City and Woodstown Walking Tours.”

“While we do spread our message through paid advertising, budgets are tight and we are looking to save dollars wherever possible. As a result, our marketing and public relations professionals are working very hard to promote Salem County to members of the media in order to generate positive editorial coverage,” said Freeholder Director Lee R. Ware. “This includes developing background information about the County, pitching new ideas and ongoing stories, and providing photographs and day trip opportunities to travel trade publications, freelance writers, niche publications, and electronic mediums promoting Salem County as an exciting day or weekend getaway destination.”



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“This type of regional editorial exposure is invaluable for a destination like Cowtown, but it is also important to other Salem County businesses including restaurants, retail and specialty shops, gas stations, hotels, motels, and campgrounds which all benefit from tourism dollars,” said Freeholder Beth Timberman, Chairperson of the Transportation, Tourism, and Agriculture Committee. “Positive editorial coverage is often seen by the reader as an independent endorsement of a location, which carries a certain amount of credibility that a paid ad can't provide. Consequently, visitors who enjoy their experience and our hospitality are likely to spend even more money, come back again, and recommend Salem County to their friends and relatives.”

“We firmly believe the wide variety of events which take place in Salem County provide compelling attractions for potential visitors. As a result, it is important that municipalities, groups, and venues remember to submit their event information for inclusion on the official Salem County Calendar of Events at [www.VisitSalemCountyNJ.com](http://www.VisitSalemCountyNJ.com). It is a free, easy to use, ‘one-stop’ resource for information about what is happening throughout the year. We encourage everyone to take advantage of this opportunity to promote their event to the thousands of people each week who are looking for new, interesting, and exciting things to do,” Timberman concluded.