



## News Release

FOR IMMEDIATE RELEASE

Contact: Linea Carlson  
(503) 378-2084  
[linea@traveloregon.com](mailto:linea@traveloregon.com)

Michelle Godfrey  
(503) 378-8861  
[teresa@traveloregon.com](mailto:teresa@traveloregon.com)

### **Travel Channel to Premiere 15 Episodes About Oregon** *TV Show Introduces Oregon People and Places to 48 Million Viewers in Europe*

SALEM, Ore. – March 4, 2009 – Nearly 48 million Europeans in 15 countries will discover Oregon via their televisions when the European Travel Channel airs the 15-part series, “Oregon Uncovered.” The show premieres March 9, 2009 and features the attractions, people, experiences and scenic beauty of our state.

“This new show captures the compelling essence of Oregon—the diversity of our land, people and culture. More importantly, it introduces our state as a preferred destination to potential international visitors,” said Todd Davidson, CEO of Travel Oregon.

The program will air twice daily for three years in Oregon’s major tourism markets of Germany, United Kingdom, Belgium, Netherlands, Luxembourg, France and Italy. Programming will appear at 7:30 p.m. on the Travel Channel Europe and at 8:30 p.m. on Travel Channel 1.

Episodes showcase the state’s seven distinct tourism regions. Mount Bachelor, Powell’s Book Store, Multnomah Falls, landmarks on the Coast, historic Jacksonville, Kam Wah Chung museum and wineries are just a few of the Oregon destinations and attractions featured.

“We are delighted to share Oregon’s treasures with the European community,” said Teresa O’Neill, Director of International & Domestic Travel Trade for Travel Oregon. “Portland’s two non-stop flights from Europe will facilitate convenient travel to Oregon as the show entices Europeans to visit.”

Northwest Airlines (Delta) and Lufthansa offer non-stop service from Amsterdam and Frankfurt respectively.

Primefilmsites produced the series, “Oregon Uncovered,” in cooperation with Black Diamond Productions of the United Kingdom, Travel Oregon and Travel Channel Europe.

For more information, visit [www.OregonUncovered.com](http://www.OregonUncovered.com).

*The Oregon Tourism Commission, dba **Travel Oregon**, works to enhance Oregonians’ quality of life by strengthening economic impacts of the state’s \$7.9 billion tourism industry. Visit [www.TravelOregon.com](http://www.TravelOregon.com) for details.*

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