



## CREATIVE WINGMAN

### CREATIVE WINGMAN NAMED AGENCY OF RECORD FOR IRON RANGE TOURISM BUREAU

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MINNEAPOLIS, October 22, 2010 - The Iron Range Tourism Bureau (IRTB), the region's leading tourism destination marketing organization, has selected Creative Wingman as its agency partner.

"We selected Creative Wingman based on their experience, energy and most importantly the creative work," said Cheyenne Denny, executive director, IRTB. "Throughout the selection process they continually showed us a different way of thinking through fresh ideas and new ways to approach our brand."

"The Iron Range area has so much to offer as a tourism destination," said Brent Doering, managing director, Creative Wingman. "We're very excited to partner with such a great organization and help elevate the brand through travel and tourism within the region."

Creative Wingman is no stranger to destination marketing, working on a number of resort branding projects and tourism campaigns. Most recently launching a successful summer tourism campaign, Tales from the North, designed to encourage travelers to skip stones, not vacations in this economic climate.

Creative Wingman will be responsible for the strategic planning, rebranding/identity, web site redesign and development, advertising, development and production of promotional materials, marketing/media plan and public relations.

The Iron Range Tourism Bureau is a non-profit organization charged with enhancing economic impact on northeastern Minnesota's Iron Range through the promotion of travel and tourism. Its service area consists of the following communities: Hibbing, Chisholm, Mountain Iron, Virginia, Eveleth, Gilbert, Biwabik, the Town of White, Aurora and Hoyt Lakes. Contributing lodging properties and municipal campgrounds in the IRTB's service area collect a three percent lodging tax from guests. These monies are used to fund the IRTB and its marketing efforts. For more information about the Iron Range Tourism Bureau, visit [www.ironrange.org](http://www.ironrange.org) or please call (218)749-8161 or 800-777-8497.

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Creative Wingman is an agile independent advertising and branding firm with a big appetite for ideas. Partnering with clients in unique and innovative ways to build brands and drive results. For more information about Creative Wingman, visit [www.creativewingman.com](http://www.creativewingman.com).

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