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DESTINATION CLEVELAND LAUNCHES #THISISCLE SUMMER CHALLENGE

YOUNG PROFESSIONAL ADVISORY COMMITTEE ENCOURAGES PASSIONATE RESIDENTS TO IMPROVE FELLOW CLEVELANDERS' HOMETOWN PERCEPTIONS

CLEVELAND (July 21, 2015) – [Destination Cleveland](#), the convention and visitors bureau (CVB) of Greater Cleveland, recently launched its inaugural [#ThisisCLE Summer Challenge](#). The resident-focused effort urges enthusiastic Clevelanders to share their experiences at the region's summer events, activities and attractions with a friend or family member who is less familiar or a bit uncertain about all that Greater Cleveland has to offer.

“Our research shows that the third most utilized resource for visitors planning a trip to Cleveland is our residents,” said Hannah Belsito, vice president of destination development and community affairs, Destination Cleveland. “Promoting experiences and changing the conversation about Cleveland among those who live here is vital to Destination Cleveland’s mission of getting more visitors to come to our region. Residents who are better informed and enthusiastic about what the city offers are able to make more accurate recommendations to those who want to visit.”

The challenge, created by the organization’s Young Professional Advisory Committee, encourages passionate Clevelanders to invite those unfamiliar and perhaps skeptical of Cleveland’s summer events to join them at one or more of the activities on the [#ThisisCLE Summer Challenge list](#). Participants are then asked to submit details about the outing online and include how the perception of the skeptic may have changed after the experience. The most compelling stories will be entered to win an overnight adventure in Downtown Cleveland, which includes a stay at the [Westin Cleveland Downtown](#), admission to the [Rock and Roll Hall of Fame and Museum](#), and gift cards to [Hofbrauhaus Cleveland](#), [Urban Farmer](#) and [Playhouse Square](#).

Residents also are encouraged to use the Summer Challenge list to explore new places around the city and share their experiences via social media. As an added incentive, images and messages tagged with #ThisisCLE will qualify to win Cleveland-themed giveaways throughout the summer.

The challenge concept resulted from input received at Destination Cleveland’s Young Professional CLE Ambassador Summit, held last October to generate ideas about improving the perception of Cleveland among its residents. The event was sponsored by Fifth Third Bank.

As a result of the summit, nearly 70 local young professionals joined the CVB’s Young Professional Advisory Committee and agreed to work collaboratively with Destination Cleveland to select, develop and implement a project related to the summit outcomes by the end of 2015. The organization plans to hold another event later this year to gain ongoing insights from local young professionals on Destination Cleveland projects and priorities to advance the region as a visitor destination. Details about the next event will be announced soon.

Additional information about the #ThisisCLE Summer Challenge, including the entry form and Summer Challenge list, are available at www.thisiscleveland/ThisisCLEChallenge. All #ThisisCLE Summer Challenge entries are due by Monday, Sept. 14, 2015 to qualify for the drawing. A list detailing 10 fall-themed activities will be made available in late September, and a new challenge will commence.

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To learn more about Destination Cleveland, visit www.thisiscleveland.com or connect via [Twitter](#), [Facebook](#) and [Instagram](#).

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ABOUT DESTINATION CLEVELAND: *Destination Cleveland is Cleveland's convention and visitors bureau. This private non-profit organization's mission is to drive economic impact and stimulate community vitality for Greater Cleveland through leisure and business travel. Cleveland welcomes more than 16 million visitors annually. For more information, visit www.thisiscleveland.com.*