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ADVERTISING | MARKETING | PR

Greater Kansas City Attractions Association Announces Partnership with Fasone & Partners, Inc.

Agency to Assist Association with Marketing and Promotions

(Kansas City, Missouri) – The Greater Kansas City Attractions Association (GKCAA), a not-for-profit organization that provides benefits and services to more than 70 attraction and tourism-related businesses in both Kansas and Missouri, announced that it has partnered with Fasone & Partners, Inc., a full-service marketing, advertising, PR, and digital agency specializing in integrated campaigns, design, media buying, and brand strategy, to support its marketing and promotions activities.

“When potential visitors to our city start planning their vacations, we want them to have the outstanding museums, attractions, festivals, and arts organizations that are members of the GKCAA top of mind,” said Mike Vietti, Director of Marketing for the National World War I Museum and Memorial who serves as the 2017 President of the association’s volunteer-led board of directors. “We are so pleased to have Fasone & Partners supporting this effort to increase visitation to Kansas City and our members.”

The Greater Kansas City Attractions Association, founded more than 20 years ago, includes members from many of the region's top attractions, ranging from museums like The Nelson-Atkins Museum of Art, the Harry S. Truman Library and Museum, and National Museum of Toys and Miniatures to arts organizations including Starlight Theater, Kansas City Ballet, and Theater League, theme parks like Worlds of Fun/Oceans of Fun, sports teams including the Kansas City Royals and Sporting KC, plus historic sites, major retail centers, and outdoor experiences.

Fasone & Partner's scope of work includes developing out-of-market promotions with media outlets in the Midwest to encourage companies, families and individuals from other markets to increase visitation to the Kansas City area. The agreement will begin with the agency's work to secure promotions for the upcoming summer travel timeframe.

"Fasone & Partners is proud to call Kansas City our home, and we're excited to share our marketing expertise and regional knowledge to help GKCAA drive traffic to the wealth of unique attractions in our metro area," said Karol Angotti, managing partner.

About the Greater Kansas City Attractions Association

The GKCAA is a not-for-profit member organization dedicated to enhancing the success of member attractions through the strategic initiatives of collective marketing, membership services, networking and educational programs, advocacy as a collective voice, and providing opportunities to connect with local businesses interested in supporting the Greater Kansas City area's tourism industry. For a complete list of members and to learn more, visit attractionskc.org or facebook.com/AttractionsKC.

About Fasone & Partners, Inc.

Fasone & Partners, Inc. is a full-service marketing, advertising, PR, and digital agency specializing in integrated campaigns, design, media buying, and brand strategy. Founded in 1975, the agency maintains a long and proven track record of engaging audiences and growing businesses in Kansas City, throughout the region and across the U.S. For more information, visit FasonePartners.com.