

*For more information, contact:*

Jill Bauer, Public Relations Coordinator  
Lake Erie Shores & Islands  
419-625-2984  
[jill@shoresandislands.com](mailto:jill@shoresandislands.com)

*FOR IMMEDIATE RELEASE*

**NEW SHORE SAVINGS CARD OFFERS DEALS**  
**ON GENUINE SHORE VACATION**  
**Request a 2009 Lake Erie Shores & Islands® Travel Planner**  
**to receive a complimentary savings card**

**LAKE ERIE SHORES & ISLANDS, OHIO, May 2009** – Ohio's Lake Erie Shores & Islands® Welcome Centers are making it easier for families to get away for an authentic shore vacation this year. To help promote visitation to Ohio's northern shoreline from Genoa to Vermilion, including the spectacular Lake Erie islands, a value card that can save travelers money on area lodging, attractions and more is now available.

The new *Shore Savings Card* is included with every **Lake Erie Shores & Islands Official Travel Planner**, a 144-page visitors guide available from the welcome centers in Sandusky and Port Clinton. This comprehensive guide makes it easy to plan several days of fun on the Lake Erie coast. Included is valuable information such as things to see and do, water and outdoor recreation opportunities, shopping, dining, lodging options and more. The planner also features beautiful, full-color photographs of this fantastic vacation destination, as well as helpful maps and other valuable tips.

Guests who have a *Shore Saving Card* will be able to show it at participating businesses to receive various discounts. Cardholders can visit [SHORESandISLANDS.com](http://SHORESandISLANDS.com) or one of the local welcome centers to get a current list of deals.

Participating businesses also will display a sticker at their establishment, showing that they welcome the card and offer some type of savings. Attractions currently offering savings include family safari and amusement parks, golf courses, museums, island ferries, fishing charters, restaurants, wineries, shops, hotels and resorts.

Guests can bring their *Shore Savings Card* to either of the two Lake Erie Shores & Islands Welcome Centers to receive complimentary lamination. The Welcome Centers will also have a supply of cards on hand for visitors who may have forgotten to bring their travel planner with them.

In addition to the *Shore Savings Card*, which has valuable offers from many area attractions, the 2009 planner has a bonus Cedar Point coupon good for \$5 off per person (for up to six people) on a two-day Ride and Slide admission ticket to the world's greatest amusement park. It is valid any two days of the 2009 operating season that are open to the general public.

Lake Erie Shores & Islands® was recently awarded the designation of "Best Family Vacation Destination in Ohio" by the Internet site [OfficialBestOf.com](http://OfficialBestOf.com). An online video highlights the fabulous attractions and activities available when visiting this shore destination that welcomes nearly seven million visitors annually. Located half-way between Toledo and Cleveland, Lake Erie Shores & Islands is an easy and affordable destination for your quick getaway or multi-day vacation.

Saving on a vacation that is close to home, but far from ordinary, is as easy as getting your very own travel planner. Log on to [SHORESandISLANDS.com](http://SHORESandISLANDS.com) or call 800-255-3743 to request one today.

###