



GARSON
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Design by: Garson Design Services

Client: Elko Convention Center

Title: Come and Explore the West

Designer: Steve Garson

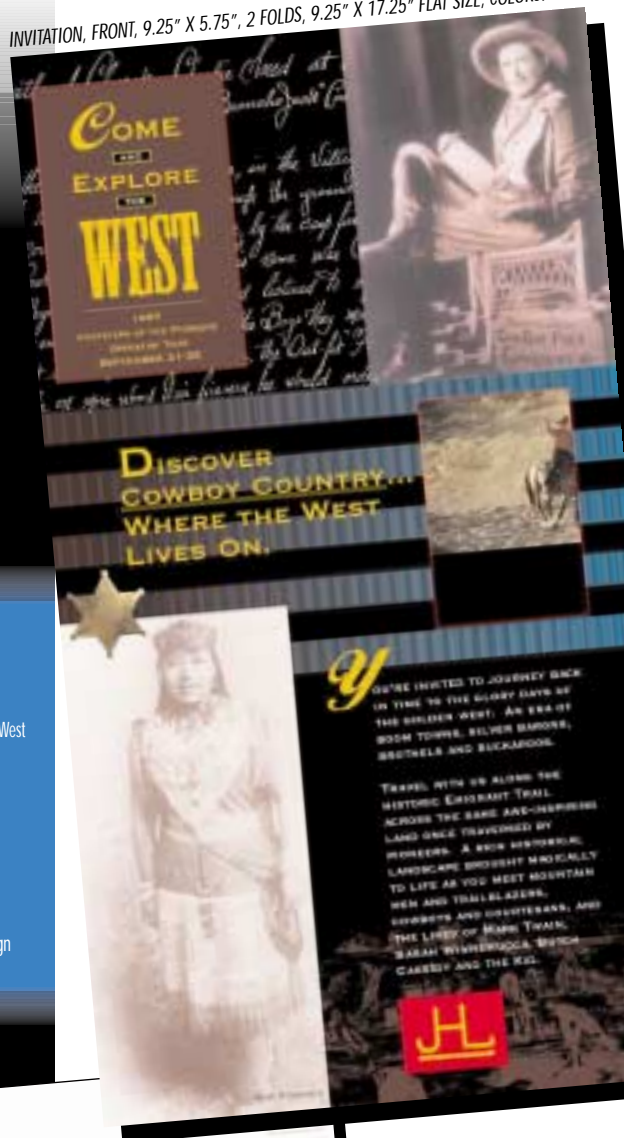
Copywriter: Marianne Archibald

Illustrator: Angie Phillips

Photographer: Client Supplied

Award: American Graphic Design

INVITATION, FRONT, 9.25" X 5.75", 2 FOLDS, 9.25" X 17.25" FLAT SIZE, COLORS: 4/4



This Invite Package was used to entice tour operators from throughout the world to come out to the high desert of eastern Nevada, get to know it and to possibly schedule their next tours to the area. The visitors were wine and dined for one week, taken to remote ghost towns, dude ranches and gold mines still in operation. The program was very successful and doubled tour groups to the area.



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Elko Convention and Visitor Center

Come and Explore the West

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