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NOWPLAYINGUTAH.COM PROVIDES RESOURCE FOR PUBLICIZING EVENTS

*Comprehensive State-Wide Calendar of Arts and Cultural Events
Celebrating One Year Anniversary*

SALT LAKE CITY (May 1, 2009) – NowPlayingUtah.com is Utah's first state-wide comprehensive source for unique arts and cultural events.

"The idea has caught on like wildfire – so many people are using this now as a source to get their information on what's happening in the state. Businesses and arts organizations are beginning to realize this service provides a free and easy way to get their event information to the public," stated Heidi Falk, Managing Director.

LISTINGS ARE FREE AND SIMPLE

Listing an event on the site is free and simple. Anyone can fill out the submission form online at <http://www.nowplayingutah.com/submit/event> or simply send all event details to utahinfo@bedynamic.com. Organizations are encouraged to add this email address to their event distribution list. Video and up to six high-quality photographs can be included. Video needs to be hosted by a program such as YouTube and photographs must be in jpg format and no larger than 3 megabytes. "All submissions post to the site within two weeks, so we recommend submitting at least a month in advance," said Falk.

Launched a year ago, NowPlayingUtah.com now boasts an average of 700 current events to choose from at any given time. Within the first year, it has experienced over 217,000 site visits, 691,000 page views and now averages over 22,000 visits monthly. Over 2,700 registered subscribers receive weekly event updates, highlighting arts and cultural opportunities throughout the state. Over 2,000 organizations and venues promote events on the site. The site also hosts over 250 artist profiles, featuring local artists statewide.

[About NowPlayingUtah.com](#)

NowPlayingUtah.com provides Utah's largest comprehensive statewide arts and culture online calendar with detailed listings of the rich cultural experiences available in Utah. Arts and cultural performances, exhibits, and events such as theater, dance, visual arts, music, museums, and festivals are featured. This all-inclusive resource for "what to do" and "where to go" has listings for every taste, including "what to do with the kids" and "free events." It is user-friendly and provides a searchable calendar of events and directory listings for a wide array of state-wide organizations and venues. Submission of arts and cultural events is free and simple. NowPlayingUtah.com is an initiative of the Utah Arts & Cultural Coalition, a non-profit organization supported by the Utah Arts Council, The Salt Lake County Zoo, Arts & Parks Program, and the Salt Lake Convention & Visitors Bureau. Website: www.NowPlayingUtah.com, email: support@nowplayingutah.com