



FOR IMMEDIATE RELEASE

Media Contacts

Heidi Falk (801) 534-4961 Heidi@nowplayingutah.com

Karen Boe cell (801) 230-5404 Marketing1slc@aol.com

RECORD GROWTH EXPERIENCED BY NOWPLAYINGUTAH.COM

*Comprehensive State-Wide Calendar of Arts and Cultural Events Booms
- Offers New Data Feed Program -*

SALT LAKE CITY (September 18, 2008) – NowPlayingUtah.com, Utah’s first state-wide comprehensive source for unique arts and cultural events, has experienced record growth since launching in April of 2008. Locals and visitors alike are taking advantage of the site to learn more about arts and entertainment opportunities throughout the State of Utah. NowPlayingUtah.com is user-friendly, provides a searchable calendar of events, and highlights directory listings for a wide array of organizations and venues statewide. Submission of events is free and simple. A new service has been instituted to provide a direct data feed of complete events information to other websites, helping organizations boost their site traffic while maintaining brand integrity.

“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 Scott Beck, President & CEO, Salt Lake Convention & Visitors Bureau. In addition, it acts as a strong resource to support companies’ own web presence and brings increased traffic to their sites. “The Salt Lake Convention & Visitors Bureau is using NowPlayingUtah.com as our official calendar of events and it has proven instrumental in driving traffic to our site,” he continued.

Launched just over 5 months ago, NowPlayingUtah.com now boasts more than 550 current events to choose from, and has over 53,000 total unique visits (over 18,000 in July and over 15,000 in August.) Weekly event updates are being sent to a list of over 1,500 registered email contacts, highlighting arts and cultural opportunities throughout the state. These weekly blasts experience an exceptional open-rate of over 33 percent. To date, the site has received over 245,000 page views. In addition, the site now hosts over 140 artist profiles, featuring local artists statewide. The Utah Arts Council plays an

integral part in encouraging Utah artists to promote their services here by creating their own profiles. “We not only encourage our constituents to list, but any artist in Utah is welcome to take part. We link each arts performance to individual artists, and feel that this will become a catalyst for arts programming throughout the state, serving to bring the arts closer to the people of Utah,” said Margaret Hunt, Executive Director of the Utah Arts Council.

NEW DATA FEED PRODUCT

A unique aspect of NowPlayingUtah.com is the ability for Utah businesses to utilize a data feed of events information to assist them in building their own event calendars. NowPlayingUtah.com receives over 1,200 events and updates to post to the site each month. This information can reside directly on the websites of any interested organization, provided via an XML or RSS-based data feed. Partners statewide are taking advantage of this opportunity for a minimal annual fee. “So many organizations have limited resources to produce their own calendars,” said NowPlayingUtah.com Program Manager, Heidi Falk. “We are finding that this is an extremely valuable service to the community in a tight economy. It is our goal to reduce duplication of efforts for our partners,” she continued.

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. They can also include video and up to six high-quality photographs. 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.

Editor’s Note: Interviews with NowPlayingUtah.com partners are available.

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