

•  
•  
•  
•  
•  
•

Contact:  
Diane Galusha, Commun. Dir.  
Telephone: (845) 586-1400  
Fax: (845) 586-1401  
E-mail: galusha@cwconline.org

# NEWS from the CWC

## CWC launches new website to promote Catskills

MARGARETVILLE, NY, May 7, 2010 -- The Catskill Watershed Corporation (CWC) has launched a new website to promote the Catskill region as a place to visit, relocate and do business.

The site can be found at [www.thecatskillregion.com](http://www.thecatskillregion.com). It showcases “The Catskills, Best of Both Worlds,” a region, which exemplifies both rural serenity and proximity to urban amenities.

Designed by L&P Media of Troy, the site was a recommendation of the Temporary Committee on Tourism and Marketing which was established by the CWC to explore ways to enhance regional identity and to boost economic development in the Catskills.

The new website, while providing a geographic, demographic and cultural overview of the region (Delaware, Greene, Otsego, Schoharie, Sullivan and Ulster Counties), funnels visitors to municipal, tourism promotion, and economic development offices of individual county websites, and to several Chambers of Commerce. There they can obtain information on business incentives and assistance, utilities and infrastructure, conference and wedding facilities as well as special events and attractions specific to those counties.

Explained CWC Economic Development Director Michael Triolo, “CWC wanted a robust website that created a framework that markets the Catskill Region as a whole. With this website, a reader will be able to easily and quickly access, from one location, the many websites that contain information about the Catskill Region.”

Links are provided to hospitals, schools, colleges, and to many government agencies and regional organizations. A regional map is provided, as is an outdoor recreation GIS map which is being expanded to include attractions, environmental centers and other sites of interest to both residents and visitors.

• • • • •

Current and forecast weather conditions at six locations are updated daily. There is a photo gallery, and submissions of Catskills photos are welcome. Site visitors may also sign up for a forthcoming electronic newsletter, or send comments to a regional blog.

The Best of Both Worlds site will be maintained by the CWC, whose programs and projects are explained at [www.cwconline.org](http://www.cwconline.org). Inquiries are welcome Monday through Friday from 8 a.m. to 4:30 p.m. at the CWC's offices, 905 Main Street, Margaretville, Delaware County, and over the toll-free line, 877-WAT-SHED (877-928-7433).