



FOR IMMEDIATE RELEASE
08.19.08

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WHEN MORE IS ACTUALLY *LESS*

MULTI-ATTRACTION PASS OFFERS TRAVELERS SIGNIFICANT DISCOUNTS

CLEVELAND, OH – Taking a trip to Cleveland just became even easier and more affordable. With the advent of the **Cleveland Plus Pass**, visitors can buy one ticket that gives them access to ten (10) major attractions at a savings of at least 30%, often even more.

Beginning September 3, 2008, visitors can purchase a pass good for two (2), three (3) or five (5) days. The “time” on the card begins when the Cleveland Plus Pass’ barcode is scanned at any participating location. Once the pass is activated, cardholders are able to experience as many of the featured gardens, museums, zoos and other destinations as their time and personal interests allow. “It’s definitely a deal, whether you are in town visiting friends and family, on a business trip or just on vacation,” says Emilie Poua, Director of Arts & Cultural Tourism for Positively Cleveland. The cost for a single adult to visit all ten attractions at full price would be \$64 . . . with a Cleveland Plus Pass its anywhere from \$24.95 for the two-day option to \$49.95 for the five-day ticket.”

The Cleveland Plus Pass is good for general admission to the Children’s Museum of Cleveland, Cleveland Botanical Garden, Cleveland Metroparks Zoo, Cleveland Museum of Natural History, Holden Arboretum, Lake Metroparks Farmpark, Maltz Museum of Jewish Heritage, Museum of Contemporary Art Cleveland and Western Reserve Historical Society. The multi-attraction discount will offer sightseers even more value with additional special savings on merchandise, meals and more. For example, while general admission to the Cleveland Museum of Art is free, the Plus Pass offers visitors savings of 10% in the museum’s gift shop and café and, from October 19, 2008 – January 18, 2009, Cleveland Plus Passholders will also receive \$4 off admission to the blockbuster exhibit *Artistic Luxury: Faberge Tiffany Lalique*.

The Cleveland Plus Pass can be purchased at Positively Cleveland’s Visitors Center downtown Cleveland (The Higbee Building, 100 Public Square, Suite 100, Cleveland, OH) or online at www.positivelycleveland.com/pluspass. “We’re excited about the possibilities of this program and hope in the future to have the pass available for sale in other locations and as a part of hotel packages,” says Tamera Lash Brown, Positively Cleveland’s VP of Marketing. Adding, “Our partners are committed to its success, agreeing to an initial three-year participation agreement.”

The Cleveland Plus Pass was created with OmniTicket Network, whose list of clients includes convention and visitors bureaus and major theme parks. The program is funded in large part by a grant from Cuyahoga Arts and Culture (CAC).

+ more

Cleveland Plus Pass At-A-Glance:

Provides admission to nine major Cleveland Plus attractions and valuable discounts on other traveler-friendly activities. Passes are valid for two, three or five consecutive days. Savings is savings of 30% or more.

Cost:

	2-Day Pass	3-Day Pass	5-Day Pass
Adult (ages 13-59)	\$24.95	\$34.95	\$49.95
Senior (ages 60+)	\$19.95	\$24.95	\$39.95
Youth (ages 2-12)	\$14.95	\$19.95	\$34.95

Partner Attractions:

- Children's Museum of Cleveland
- Cleveland Botanical Garden
- Cleveland Metroparks Zoo
- Cleveland Museum of Natural History
- Holden Arboretum
- Lake Metroparks Farmpark
- Maltz Museum of Jewish Heritage
- Museum of Contemporary Art Cleveland
- Western Reserve Historical Society
- Cleveland Museum of Art (free admission, but value added discounts)

To Purchase:

Stop in at the Positively Cleveland Visitors Center (The Higbee Building, 100 Public Square, Cleveland, OH) or buy online at www.positivelycleveland.com/pluspass.

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Positively Cleveland has been promoting Cleveland Plus as an outstanding business meeting and tourism destination in order to grow the region's economy for 74 years. For more info, contact Samantha Fryberger, Director of Communications at 216.875.6626 or sfryberger@positivelycleveland.com.