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For Immediate Release

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Destination Services of Colorado
Launches New Name, New Logo and New Website
Award-winning DMC Establishes Plan for Future Growth

Avon, CO ... Destination Services of Colorado announces the launch of a new name, logo, tagline and website. The 23-year old firm has officially changed its name from *Destination Services of Colorado* to *Destination Services Corporation* and will market its services as **DSC**. Along with the updated name, the company has unveiled a new logo and tagline – ***we mastermind your experience***, a brand message that will be carried out in all corporate collateral.

DSC was founded by Kathy Fort Carty in 1985 on a \$2,500 loan from her parents. Today, the firm is a multi-million enterprise, making DSC the 24th Largest Women-Owned Business in Colorado (according to *Colorado Business Magazine's* 2006 survey).

DSC is a full service destination management company that specializes in creative program development and event planning services for corporate visitors, hosting hundreds of groups annually through offices in Aspen, Vail, Denver and Colorado Springs. The company offers a single resource for coordinating group visits to Colorado; providing airport and local transportation, dining, events, team building, tours, speakers, entertainment, staffing, and related services. Among their largest customers, DSC counts incentive travel, financial, insurance, and technology companies. For the past nine years, DSC has been the exclusive DMC partner for The BRO^ADMOOR, Colorado's only Five Star, Five Diamond property.

Says Fort Carty, DSC President "We are excited to reintroduce DSC with a story that allows us to communicate our unique strengths in a quick, yet powerful way. There's a lot behind the phrase -- *we mastermind your experience*. It speaks to our expertise in creating once-in-a-lifetime moments for our clients, and the serious planning and hard work that takes place behind-the-scenes to make those moments come together. It captures the spirit and enthusiasm we bring to each client and program. And it brings to life our passion to be the destination authority for groups."

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She continues, “Over the years, we’ve pioneered many firsts for corporate group travel in Colorado, forging partnerships with hotels and the best-in-class businesses across the state. From the ‘where’ to the ‘when’ and the ‘what’ -- clients rely on our insider knowledge to help them create high-impact programs for their group.”

The DSC name-change is also part of a broader business strategy to expand the company beyond Colorado state lines. Many of DSC’s corporate and incentive house clientele alternate destination cities and resorts for their meetings and have requested to engage DSC for their destination management needs in other locations.

Ted Farrell, Vice President of Operations, supported a name change that could grow with the company, “Many people already referred to us as ‘DSC’ – so the name is familiar and allows us capitalize on our history and reputation. But it also positions us for the future. As we’ve grown, our approach has been to establish systems and technologies that can be duplicated in other geographic markets and we are actively seeking opportunities.”

In preparation for expansion, DSC has also launched a new website at www.dsc-co.com. The website provides destination insights for meeting planners, highlights industry trends, and profiles case studies of impactful group events. A phase two is planned for the website and will offer password-protected access for our clients to insider information on many of DSC’s services. Clients will also be able to create and track proposals, budgets, and the details of their program.

DSC engaged Write Edge Communications, a national branding and communications firm, for both the rebranding initiative and the development of their new website.

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