

MEDIA RELEASE

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Gearing Up For DNC: Mayor Hickenlooper and 7News Team Pitch in to Promote Denver History on New Audio Tour

Hidden treasure beneath the Colorado State Capitol Building? Ghosts walking through walls in the Brown Palace Hotel? A robbery at the U.S. Mint? Cannons fired during the Battle of Gettysburg? You'll hear these fascinating stories and more on the new Capitol area audio walking tour recently released by Rocky Mountain Audio Guides, producers of Denver's original audio walking tour of LoDo, first introduced in 2002.

The tour kicks off with a welcome greeting from Mayor Hickenlooper and is turned over to 7News Meteorologist Mike Nelson who dishes up tour tips, Denver fun facts and insight into the Mile High City's changing weather. Colorado native and 7News anchorwoman Anne Trujillo welcomes visitors to the Capitol Building featured on stop two of this twenty-one stop tour. Former Mayor Wellington Webb narrates stop 13, which appropriately enough is the Wellington E. Webb Municipal Building, which features an impressive public art display.

Other stops include Civic Center Park, Denver Public Library, Denver Art Museum, Byers-Evans House, Denver City & County Building, Denver Firefighters Museum, several historic churches including the Cathedral of the Immaculate Conception and the Molly Brown House.

Both the Capitol tour and the popular Historic LoDo audio tour can be accessed via cell phone or downloaded online at www.denveraudiotours.com. Individual tours are \$13.95 and a discounted two tour package featuring both tours is \$23.95. To access tours via cell phone, dial 703-637-9355 for single tours or 703-286-6365 for the two tour package. Simply follow the prompts and hang up and call back as often as you like for a 7 day period. The system automatically recognizes your phone number so you're only asked to input credit card information once.

Prior to taking the tour, pick up a tour map at the downtown Visitor Information Center (corner of 16th Street and California), several downtown hotels, Downtown Denver Partnership Info booth (16th and Arapahoe across from D&F Tower) or Denver International Airport. Maps can also be printed online or requested via email.

Denver residents heard a sample of both tours during Doors Open Denver in April. Free audio tours for several locations featured during the event were provided by Rocky Mountain Audio Guides. "We're already working with event organizers to expand the program for Doors Open Denver 2009", says Barb Rigel, President and Co-Founder of the company.

The Denver based company is also involved in several other innovative projects. TravelHost Magazine recently launched their first audio enabled issue, hosted and managed by Rocky Mountain Audio Guides in partnership with their long time technology partner, Virginia based Spatial Adventures, the first company in the U.S. to offer cell tours. Three digit codes are printed next to each ad in the magazine and visitors dial the dedicated TravelHost audio number (303-729-1456) and enter a code to hear more about a business or attraction. A brief announcement provides information such as menu specials, entertainment and event updates not found in ads. The magazine is only published every two months, so this service provides a valuable service to visitors as well as advertisers who can easily update messages daily to generate an increased interest in their organization. Another convenient feature of the service includes the ability to transfer directly to a business on one call. Other features may be added in the future such as text or video messaging.

Rigel says "We love our Denver tours, but it's been fun to offer unique audio services to museums, convention groups and art galleries. We hope to line up more projects like TravelHost in the future that would help grow the business". She adds, it's rewarding to provide a valuable service to so many people and having 20 years of experience in the high tech and telecom industry has definitely helped us stay ahead of the curve with new technologies."

For more information about developing an audio enabled service or Denver audio tours, contact Rocky Mountain Audio Guides at: tours@rmaguides.com or 303-898-7073.



Mayor Hickenlooper records a greeting for downtown visitors during a recording session in the Mayor's office.