



NEWS RELEASE

FOR IMMEDIATE RELEASE

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**‘MONTAUK’S PRISTINE, WHITE SAND BEACHES ARE READY FOR SUMMER’,
NEW MONTAUK VIDEO SHOWS**



Montauk has to be seen to be believed. Thus, a video of Montauk’s natural beauty and outdoor activities was released today, June 5, 2018, announced the Montauk Chamber of Commerce.

“People need to see that our white sand beaches are pristine and beautiful, our beachfront hotels and restaurants are standing tall, our spectacular ocean views are the same and our watersports are as exciting as ever” says Laraine Creegan, the Montauk Chamber’s Executive Director. “With so much being written about Montauk and its beaches recently, we feel it’s important to provide the public with an accurate picture of all the natural wonders of our special hamlet.”

Through a NYS I Love New York matching grant program the Chamber partnered with the East End Tourism Alliance (EETA) to create a new video about Montauk as the perfect travel destination for active families and couples of all ages. This video, along with five others, form a video series that promote the five East End Towns. Included is an overarching umbrella video that presents the East End region as a whole. \

The videos use a common storyline: a repeat visitor, whether a couple, friends or family--visiting Montauk, or the other East End towns, taking advantage of natural attractions and activities. The common theme of the scripts is “time,” e.g., take the time to relax, to visit the beach, to surf, to play golf, to eat, to drink, to spend time with family, to visit Montauk and the East End.

“Visitors with a bit more time like to tour around our region and experience all the diverse activities and attractions that we have to offer. This regional marketing outreach is extremely important in attracting visitors to our area and why Montauk works very closely with EETA,” says Paul Monte, an EETA Executive Board member and President of the Montauk chamber.

The new Montauk video can be found on the Montauk Chamber website ; the East End Tourism Alliance website ; as well as on most social media outlets and in the Chamber’s digital advertising. It is the fourth video produced by the Montauk Chamber in recent years.

The Chamber and EETA will encourage all members to load the video link on their websites.

The videos are produced by 91 East Productions, Westhampton Beach, NY. East End Tourism Alliance is a not for profit membership corporation that promotes the East End region as a travel destination for visitors, meetings, weddings, seasonal vacations, also day trip and overnight stays. The organization’s website provides a seamless planning tool for visitors and allows participating members to promote their business on a regional travel site.

Montauk Chamber of Commerce is a member business organization dedicated to providing community leadership for developing and sustaining a sound economy, primarily through responsible tourism, for Montauk, NY. It provides leadership in the creation of constructive community action and as a forum for the exchange of ideas and information for the betterment and care of the hamlet.

Photo: Montauk Chamber of Commerce 2018

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