



essential media partners

FOR IMMEDIATE RELEASE:

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Date: 7/30/2010

Essential Media Partners Launches New Multi-Attraction Visitor Pass & Discount Card Program

(Washington-DC) Essential Media Partners (EMP) is excited to announce the launch of two new products under its new NOW-Washington DC Brand: the NOW PASS and NOW CARD.

The NOW PASS is a multi-attraction visitor pass providing access to DC's must-see attractions at a significant discount. The NOW PASS is valid for seven (7) days, is available for adults at \$59.95 and for children (ages 3-12) at \$39.95.

Participating general admission partners include:

International Spy Museum – *The first and only public museum in the United States solely dedicated to espionage and the only one in the world to provide a global perspective on the all-but-invisible intelligence profession.*

Newseum – *DC's newest attraction offers visitors 250,000 square feet of an entirely unique experience that blends five centuries of news history with up-to-the-second technology and hands-on exhibits.*

Open Top Sightseeing – *One of DC's most popular double-decker bus tours featuring climate controlled cabins and late model coaches, this tour helps riders learn about the people and places that make up the United States Capital. The tour is audio narrated, and riders are able to hop-off and hop-back on other Open Top Sightseeing tour busses allowing them to spend as much time as they like at each tour stop (valid for 48 hours).*

And the savings don't stop there! The NOW PASS is the first multi-attraction pass that includes a built-in discount program—the NOW CARD. The NOW CARD provides cardholders access to discounts and special offers at restaurants, retail stores, and other must-see attractions in the DC area. The NOW CARD is included with every NOW PASS but can also be purchased separately for only \$20

“The NOW PASS is truly unique. Not only does it provide savings at attractions, it also extends the pass holder's savings even further through our NOW CARD discount program. Tourists, convention attendees, business travelers and locals can save hundreds by using the NOW CARD. We are excited to see the response once these two products launch later this week” said Troy Barton, EMP Co-Founder.

The NOW PASS and NOW CARD will be available for sale online at www.thenowpass.com August 1st, and at TICKETPLACE located at 407 7th St. NW, on August 4th.

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About NOW-Washington DC

NOW-Washington DC was developed by Essential Media Partners to create new opportunities for travellers to connect with local businesses through print, online, and social media. NOW-Washington DC's focus is on helping visitors save more and do more during their trip.

About Essential Media Partners:

Founded in 2004, Essential Media Partners (EMP) is a boutique social media, destination marketing & publishing firm headquartered in downtown Washington, DC. EMP specializes in providing services for Destination Marketing Organizations and the Travel and Tourism Industry. EMP clients include The National Football League, Destination DC, Atlantic City Convention & Visitors Bureau, and The Smithsonian Institution.

For more information about EMP please visit www.essentialmediapartners.com. If you are interested in learning more about EMP's social media division, please visit www.empsocial.com.

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