



For Immediate Release
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Marin Convention & Visitors Bureau is Now Using Barberstock for Digital Assets

San Rafael, CA – The Marin Convention & Visitors Bureau (MCVB) is pleased to announce the use of Barberstock, a digital asset management solution for the tourism industry that not only organizes images and videos, but also captures and tracks all image inquiry requests. As the official tourism organization for Marin County, “we now have hundreds of digital assets that showcase Marin’s natural beauty; these assets are for use in the promotion of Marin County as a preferred travel destination worldwide” says Marketing Specialist Anuschka Schneider.

“In addition, MCVB now maintains an extensive gallery of quality hi-resolution images and hi-definition "A" and "B" roll video footage. We retain all rights to the MCVB on-line gallery including all leased images and video. All images and video segments are the exclusive property of the MCVB only”, says Mark Essman, President/CEO.

The Barberstock online gallery is available for use by media, tour operators, travel agents, meeting and event planners, and industry-related travel organizations. It can be accessed from our website at <http://www.visitmarin.org/press-room/marin-photo-gallery/>. Acceptable uses include brochures, collateral support pieces, illustrations, and related materials for the promotion of Marin County, including all electronic media, websites, or guidebooks, as well as editorial coverage by travel and trade media.

The Marin Convention & Visitors Bureau (MCVB) is a private 501-c6 organization that promotes Marin County as an overnight destination through marketing programs, collateral materials, trade missions, and partnership with other industry-related organizations. The mission is to develop a sustainable visitor base to Marin County, enhance the local economies, and protect the natural resources through responsible promotion.

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