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## FOR IMMEDIATE RELEASE

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### ***Black Diamonds Tourism Website Goes Live***

Pottsville, PA (September 17, 2002) - The Black Diamonds Tourism Coalition announced the launch of their new website, [www.pacoalhistory.com](http://www.pacoalhistory.com), today. The website is based on the printed "Black Diamonds" brochure that features in depth information about Black Diamonds Anthracite Coal Mining Region.

The website, designed and hosted by Schuyl, Inc., ([www.schuyl.com](http://www.schuyl.com)) features interactive driving tours which were custom designed for the Black Diamonds website. Viewers can experience the interactive driving tour by choosing from three separate tours complete with brief descriptions of tour attractions and pictures. Visitors to the site can also print out specially designed versions of the driving tours to take along for the "road trip".

Along with the driving tours, visitors can request a Black Diamonds brochure through the form provided on the site. Contact information for the visitor bureaus and heritage resources are also available. "We wanted to provide visitors to the site the opportunity to experience what the region has to offer any time of day or night, in any part of the world." Explains Janet Allen, Director of Sales & Marketing of the Luzerne County Tourism Promotion Agency.

Information about various attractions and museums in the region is also available, complete with address, phone numbers and times the different attraction or museum is open. As links to various websites are made available to the Black Diamonds Coalition, they will be placed on the site.

"The site is designed to be your 'one stop shopping' place for information on what's in the area, it's our hope that visitors to the site can access all that they need for their trip to the Black Diamonds Area." Stated Mark Major, Executive Director of The Schuylkill County Visitors Bureau.

With the growing interest in Anthracite Mining History, the Coalition is hoping that this site will reach well beyond the local borders and Pennsylvania State borders. By taking the website to the internet, a whole new realm of opportunities to promote the area has opened up to the Black Diamonds Coalition.

### **About Schuyl, Inc.**

Schuyl, Inc. is a quality technology solutions provider to a wide array of broad based accounts. Schuyl, Inc.'s collective experience includes database solutions, web application solutions, communications, public relations, research, training and, of course, information technology.

Solutions include full web site development as well as general web applications involving content management systems, inventory control systems, distribution systems, lead tracking systems and quality assurance programs. More information about Schuyl, Inc., can be found on the web at [www.schuyl.com](http://www.schuyl.com) or by calling Mark Fanelli at 800-597-4222.

### **About The Black Diamonds Tourism Coalition**

The Black Diamonds Tourism Coalition is an effort put forth by 7 visitor bureaus and 3 Heritage Regions located within Northeastern Pennsylvania. Aimed at promoting Northeastern Pennsylvania's rich anthracite coal mining history, the coalition includes Columbia-Montour Visitors Bureau, Luzerne County



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Convention & Visitors Bureau, Northeast Pennsylvania Convention & Visitors Bureau, Pocono Mountains Vacation Bureau, Inc., Schuylkill County Visitors Bureau, Susquehanna Valley Visitors Bureau and Endless Mountains Visitors Bureau. Three Heritage Areas that are also included in The Black Diamonds Coalition are The Delaware & Lehigh National Heritage Corridor, Lackawanna Valley Heritage and the Schuylkill River Valley National Heritage Area.

For more information about The Black Diamonds Tourism Coalition contact Janet Allen, Director of Sales & Marketing of the Luzerne County Tourism Promotion Agency, at (570) 819-1877 or Mark Major, Executive Director of The Schuylkill County Visitors Bureau, at (570) 622-7700.

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