

**Contact:** Elaine Zamansky, 609-449-7166  
Michael Bruckler, 609-449-7125  
Courtney Birmingham, 609-449-7126

**Walking Tour of Atlantic City Boardwalk Available as Podcast**  
*First Ever Podcast by Convention & Visitors Authority Enhances the Visitor Experience*

**(Atlantic City, NJ, March 3, 2008)** -- Some people walk the ‘Walk (the Atlantic City Boardwalk, that is), some people talk the talk...and now you can listen to the talk as you walk. The Atlantic City Convention & Visitors Authority (ACCVA) has turned the popular Boardwalk Walking Tour into a downloadable podcast for visitors to listen to as they stroll the famous wooden way. A video version is also available for those who prefer to watch from their favorite Boardwalk bench or the comfort of their own home.

The podcast, produced by Dynamic Advertising and Design of Galloway Township, is the first in a series of four scheduled to go online this year at the ACCVA’s Web site, [www.atlanticcitynj.com](http://www.atlanticcitynj.com).

The tour starts at the North end of Atlantic City and points out current sites as well as sites of historical significance as you travel south. The narration also provides interesting facts about some of the “firsts” that made Atlantic City famous.

“Atlantic City has a history that has touched many people, such as memories of the diving horse and the World War II days when the military used Atlantic City’s hotels and facilities for training,” said Jeff Vasser, executive director of the ACCVA. “Baby boomers remember it from their childhood, and many of our parents or grandparents met, married or honeymooned here. This tour helps keep that heritage alive.”

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**Boardwalk Tour Podcast, add one**

The Boardwalk Walking Tour has been available online as a printable guide since last spring. “Now, it’s even easier to follow the tour when you download the podcast and listen while you walk,” said Vasser.

Vasser notes that use of the technology is designed to enhance the experience for Atlantic City’s visitors. “We continually strive for new ways to promote Atlantic City, and the use of social media such as this allows us to engage our visitors in innovate and interactive ways,” he said.

The printable version, the video version accompanied by audio and the downloadable podcast format are all available by clicking on the Boardwalk Walking Tour button on the home page of the ACCVA’s Web site, [www.atlanticcitynj.com](http://www.atlanticcitynj.com).

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The Atlantic City Convention & Visitors Authority serves as the destination's principal marketing arm, stimulating economic growth through convention, business and leisure tourism development. The Authority oversees the management of the Atlantic City Convention Center and Boardwalk Hall on behalf of its parent agency, the New Jersey Sports and Exposition Authority. For complete Atlantic City information, visit [www.atlanticcitynj.com](http://www.atlanticcitynj.com).