

# **New team hired to drive tourism to rural Nevada**

**By Richard N. Velotta, Las Vegas Review-Journal**

Continuity will be the key to the Nevada Commission on Tourism's new marketing strategy for rural Nevada.

Three companies, two from out of state, will collaborate to market the state's rural destinations under new four-year contracts finalized Wednesday by the commission.

Columbus, Ohio-based Fahlgren Martine will head media buying, public relations and external communications; Milwaukee, Wisconsin-based BVK will direct creative development; and Noble Studios of Reno will lead web and digital development services, including customer relationship management.

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