



## **Reno Tahoe Taps San Francisco's Mortar for New Marketing Initiative**

San Francisco, CA (June 23, 2009) – The Reno-Sparks Convention and Visitors Authority (RSCVA) – the agency responsible for promoting tourism and convention business for the Reno Tahoe region, has awarded San Francisco integrated brand communications outfit [Mortar](#) the task of updating the region's brand promise.

Michael Thomas, Executive Director of Marketing for the RSVCA adds, "From the get-go Mortar provided us with a truly fresh perspective on how to tell the story of what makes Reno Tahoe so special. They really emphasized the importance of securing input from stakeholders throughout the region, as well as feedback from tourists. We're looking forward to working with them to change the way the nation thinks of Reno Tahoe."

Mortar, whose most recent work includes the successful re-branding of [The San Francisco AIDS Foundation](#), plans to reveal [Reno Tahoe's](#) new tourist marketing program later this year.

### **About Mortar**

Mortar is a San Francisco-based brand communications agency dedicated to helping organizations make emotional connections with today's shell-shocked consumers.

Mortar's unorthodox approach typically combines street-level research, integrated strategy, online and offline advertising, public relations and immersive tactics that defy boundaries and amplify budgets.

**Website:** [www.mortaragency.com](http://www.mortaragency.com)

**Blog:** [www.mortarblog.com](http://www.mortarblog.com)

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