
OCEAN CITY, MD
MEDIA KIT

for

2010

A GUIDE TO HELPING YOUR AUDIENCE GET THE MOST
OUT OF AN OCEAN CITY VACATION



2010 CALENDAR

MAY

May 1 White Marlin Festival and Crab Soup Cookoff: Bring the whole family to taste and judge the resort's finest crab soups. Also enjoy music, clowns, face painting and magicians. Noon to 3 p.m. Somerset Plaza

May 6 – 9 Springfest: Gear up for the warm weather at Ocean City's 20th annual Springfest, complete with entertainment, arts and crafts, and food. This year's headliners include Captain Fantastic, the Country Rat Pack Tour of Mark Chesnutt, Tracy Lawrence, Richie McDonald, the Teen Idols including Peter Noone of Herman's Hermits, Micky Dolenz of The Monkees, and Mark Lindsay, former lead singer of Paul Revere and the Raiders. Inlet lot and beach. www.ococean.com.

May 15 – June 16 Salute to the Services: Ocean City honors all active and retired military members, police officers, EMS and fire personnel during this special time of savings at participating hotels, restaurants and attractions. www.salutetotheseservices.com.

May 20 – 23 Cruisin' Ocean City: Rev your engine for the annual Cruisin' Ocean City Car Show, which features 3,000 hot rods, customs, classics, street machines, muscle cars and more. Event features live entertainment, celebrity guests, parades and manufacturer vendors. Thurs. through Sat., 9 a.m. to 5 p.m.; Sun., 9 a.m. to 4 p.m. Convention Center, 40th St. & bay, and Inlet Parking Lot. www.cruisinoceancity.com.

May 30 – June 6 Ocean City Restaurant Week: For an entire week, participating restaurants will offer fixed-priced menus with two- and three-course gourmet meals for \$20 or \$30, respectively. www.oceancityrestaurantweek.com.

JUNE

June 5 Ravens Roosts Annual Parade: Show your purple pride at the annual parade in support of the Baltimore Ravens. Parade will feature players, cheerleaders, mascots, bands, floats and an appearance by the Pep Band of Baltimore's Marching Ravens. 10 a.m., 19th St. and Baltimore Ave. www.councilrr.com.

June 5 – 6 OC Car & Truck Show: The largest automotive event in Ocean City, filled with hundreds of vehicles and live music all weekend. Sat., 10 a.m. to 10 p.m.; Sun., 10 a.m. to 6 p.m. Convention Center, 40th St. & bay. www.occarshow.com.

June 5 – 6 OC Air Show: The U.S. Air Force Thunderbirds return for the third annual OC Air Show. Grab a spot on the beach and view inspiring military jet demonstrations, parachute teams, civilian aerobatic performers and formation flying teams. VIP seating is available. Rehearsal day on Friday. www.ocairstow.com.

June 11 – 13 Surfrider Longboard Challenge: Ocean City's most popular surfing competition with proceeds benefiting the Surfrider Foundation. Fri., 12 p.m. to 4 p.m., Sat., 7:30 a.m., Sun., 8 a.m. to noon. Castle in the Sand, 37th St.

June 13 – 16 Maryland State Firemen's Convention & Parade: The Maryland Fire Rescue Service returns for its annual convention. Meet the firemen who work to keep Maryland's communities safe, while enjoying unique exhibits. www.msfa.org.

June 19 – 20 Art's Alive: Celebrating the 10th anniversary of Arts Alive in 2010, more than 100 artists will display and sell original works around a picturesque lagoon. Sat., 9 a.m. - 6 p.m., Sun., 9 a.m. - 5 p.m. Northside Park, 127th St.

JULY

July 4 Fireworks & Concert: Celebrate the Fourth with spectacular fireworks in uptown and downtown Ocean City, and two free concerts. Concerts begin at 8 p.m., and fireworks begin at 9:30 p.m. N. Division St. & beach; and 127th St. at Northside Park.

July 9 – 11 OC Tuna Tournament: With \$500,000 in cash on the line, see who takes home the prize for catching the largest tuna. Weigh-ins Fri. and Sat., 4 to 7:30 p.m.; Sun., 4 to 7 p.m. www.ocfishing.com.

Free family events are in full swing this month and in August. Events include:

Movies on the Beach & More 27th St. and beach (Every Monday and Friday, June 28 through August 13. Games and activities begin at 7:30, and movies start around 8:30 p.m. New this year will be free movies on the beach in front of the Carousel Hotel at 118th St. on Wednesday evenings, and at The Princess Royale, 91st St. on Thursday evenings.)

Family Beach Olympics 27th St. and beach (Each Tuesday, June 29 through August 10 from 6:30-8:30 p.m.)

Concerts on the Beach N. Division St. and beach (Each Wednesday, July 14 through August 25 from 8-9:30 p.m.)

Bonfire Hour 27th St. and beach (Each Thursday, July 8 through August 19 at 9 p.m.)

Sundaes in the Park Northside Park (Each Sunday July 11 through August 29 from 6-8 p.m.)

Sunset Park Party Nights (Each Tuesday, July 6 through August 24 at 7 p.m.)

AUGUST

August 2 – 6 White Marlin Open: Big fish and big prizes in the world's largest billfish tournament. Weigh-ins nightly at Harbour Island, 14th St. www.whitemarlinopen.com.

August 7 Beach Patrol Crew Competition: Get a rare glimpse into what it takes to be a surf rescue technician, as Ocean City Beach Patrol lifeguards compete against each other in grueling and intense competitions. 8th St. and beach. www.ococean.com/ocbp.

SEPTEMBER

September 3 – 5 Labor Day Weekend Arts & Crafts Festival: The festival exhibits original oil and watercolor, woodworking and furniture, stained glass and more. Fri. to Sun., 10 a.m. to 5 p.m. Convention Center, 40th St. and bay.

September 23 – 24 Annual Sand Castle Home Tour: A unique home tour, featuring an inside look at 10 distinct Ocean City homes, returns with new and unique properties for 2010. Proceeds benefit the Art League of Ocean City. www.artleagueofoceancity.org.

September 23 – 26 Sunfest: One of the East Coast's most popular outdoor festivals featuring four days of fall fun including arts & crafts, Maryland food favorites, and more. Headlining the entertainment are country star Phil Vassar, the Fabulous Hubcaps, Blood, Sweat & Tears, and the voice of Three Dog Night, Chuck Negron. Inlet lot. www.ococean.com.

OCTOBER

October 1 – 2 Winefest: Visitors can sample wine from across the mid-Atlantic while enjoying arts, crafts, entertainment, food and more. Fri. through Sat., 11 a.m. to 6 p.m. Inlet Lot. www.winefest.com.

October 2 Harbor Day at the Docks: A Waterfront Heritage Festival: Seafood cooking demonstrations, food, music and much more all at the West OC Commercial Harbor. 10 a.m. to 5 p.m. www.ocharborday.com.

October 7 – 10 Endless Summer Cruisin': The hottest car show of the season featuring more than 1,500 customs, muscle cars, street machines, classics and more. Inlet Lot. www.endlesssummercruisin.com.

October 8 – 10 Oktoberfest: Eat, drink and be merry with schnitzels, wursts and beer. Three days and two nights of continuous entertainment, featuring the Pennsylvania Villagers, Jolly Polkateers II and the Happy Wanderers. Convention Center at 40th St. and bay. <http://oceanpromotions.info/oktoberfest.php>.

October 17 – 24 Ocean City Restaurant Week: Participating restaurants offer fixed-priced menus with two- and three-course gourmet meals, priced at \$20 and \$30 respectively. www.oceancityrestaurantweek.com.

NOVEMBER

November 18 – January 2 Winterfest: Jump aboard the Winterfest Express as Ocean City transforms into a winter wonderland with dazzling displays of lights. Northside Park, 127th St. www.ococean.com.

November 26 – 28 Holiday Shopper's Fair: Get your shopping done early at this fair, featuring florals, jewelry, toys and more. Convention Center, 40th St. and bay.

DECEMBER

December 4 Christmas Parade: Watch for Santa Claus during an enchanting red and green parade. The parade will feature high school bands, floats and marching units. North Ocean City.

December 31 New Year's Eve: Ring in the New Year 'OC style' as you hit the town to celebrate 2011 at popular hotels, restaurants and nightspots. Town-wide. www.ococean.com.

Season's greetings from Ocean City, Maryland – beach season that is! After an intense and snow-filled winter, the Town of Ocean City is more excited than ever to let our media friends in on all the fun and excitement we have planned throughout 2010. With the entire East Coast suffering from major cabin fever, we've designed this year's media kit with speed and convenience so you can quickly share the latest Ocean City news with your audience, and get them thinking about the warm and sunny days ahead. We hope you find the below coverage ideas and Ocean City vacation planning tips useful – we think they will inspire some original and creative features or blog posts, and don't miss our popular calendar of events on the back. Now, let's get busy spreading some summer cheer!

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TOP 10 REASONS TO TAKE AN OC VACATION

- 1. R&R** Did you know that 49.4 million Americans are vacation deprived? According to Expedia.com, 34 percent of Americans don't use all their vacation time. Take a break, and use those vacation days to get some well deserved R&R in Ocean City.
- 2. REDUCE STRESS** Vacations provide rejuvenation and reduce stress, allowing for a fresh start when returning to the office. An Ocean City vacation is beneficial not only to your friends and family, but your job and co-workers as well.
- 3. PROXIMITY** Ocean City is affordable and close to home. Only half a tank of gas or less away from Philadelphia, Washington, D.C., and Baltimore, and about a tank from New York, so you don't need to stress about traveling thousands of miles to see a beach, or spending a boatload of time and money getting there.
- 4. SAFETY** Ocean City is one of the safest beach communities on the East Coast. The Ocean City police force expands for seasonal coverage and Ocean City's beaches are guarded daily by trained guards.
- 5. FAMILY** An Ocean City vacation can strengthen family ties. Everyday life is hectic and busy. An Ocean City getaway will allow your family to spend time together and create lasting beach memories.
- 6. CLEAN AND GREEN** Ocean City is one of the cleanest beaches in the country. The Natural Resources Defense Council awarded Ocean City with a five-star rating for water quality, monitoring frequency and health standards. Ocean City was one of only five beaches in the country to receive this recognition and the only beach in the region.
- 7. COST SAVINGS** Our beaches are free. Unlike other destinations, Ocean City does not charge visitors to enjoy our most popular attraction and most precious natural resource.
- 8. SURE TO PLEASE** Ocean City has something for everyone. Whether you're looking for adventure in the form of water sports, entertainment for the kids, relaxation or a bustling nightlife, Ocean City is sure to entertain every member of the family.
- 9. FOODIE PARADISE** Ocean City is home to nationally recognized summer food staples like fresh Maryland steamed crabs and crab cakes, caramel popcorn, saltwater taffy, and famous French fries. In addition to these favorites, many notable chefs now call Ocean City home, much to the delight of visiting gourmards.
- 10. TOP BEACH AND BOARDWALK** Ocean City is hands down one of the best beaches in the country. In fact, Ocean City frequently lands at the top of best U.S. beach and boardwalk lists. The town has been recognized by Woman's Day, Readers Digest and USA Today, to name a few.

UPDATING YOUR OCEAN CITY VACATION IN 2010

There is a lot of nostalgia associated with an Ocean City vacation. People love to revisit their favorite Ocean City spots year in and year out. However, Ocean City would like to encourage visitors to venture out of the box and try something new. Here are our suggestions for updating your Ocean City vacation in 2010.

GO GREEN Keeping with the town mantra of "Leave Only Your Footprints," ecotourism has become extremely popular in Ocean City. Take for example the new kayaking tours offered by Coastal Kayak Eco-Tours at the Ocean City Municipal Airport. Many restaurants are also offering sustainable seafood items and local produce on their menus.

BIKING IT ON THE BOARDWALK Bring your bike with you to Ocean City, because the Mayor and City Council have expanded the hours you can ride a bicycle on the boardwalk. This summer, you can bike on the boardwalk from 2 a.m. to 11 a.m., seven days a week, providing you with an additional hour of exercise and recreation on weekends.

NEW YEAR, NEW WEEK Instead of visiting Ocean City the same week you have for the last five years, why not change it up a bit and visit during a different week or month? Changing the timeframe of when you will be in town will allow you to experience different events, festivals and celebrations. Consider making an early trip in June to catch the super weekend (June 5 – 6) featuring the OC Air Show, the OC Car & Truck Show and the Council of Baltimore Ravens Roost Annual Parade on June 5.

A NEW CALIBER OF RESTAURANTS Ocean City's restaurants are receiving major accolades. In 2009, The Maryland Restaurant Association named several Ocean City establishments "Stars of the Industry." They include: Fager's Island (2009 Favorite Bar and Tavern); Seacrets Bar and Grill (Leighton Moore, Restaurateur of the Year), Liquid Assets Wine & Martini Bar (2009 Wine and Beverage Program); and the Marlin Moon Grill (Maryland's Favorite Restaurant), which has reopened at Micky Fins at the OC Fishing Center in West Ocean City. A number of OC restaurants are now in the running for 2010 awards.

CREATING AN OC FAMILY TRADITION

Ocean City is first and foremost a family vacation destination. Throughout the years, our loyal visitors have shared with us their Ocean City family traditions, and our favorites center around good old-fashioned family competition. Here are a few ideas to help you create your very own yearly Ocean City rite of passage, and see if your brood has what it takes.

STRETCHING YOUR STOMACH Round-up the family and head to your favorite OC ice cream shops to collectively tackle the biggest sundae on the menu. Several popular and iconic Ocean City ice cream parlors offer monster-sized creations intended to challenge even the most experienced ice cream connoisseur. Many offer recognition programs for groups who can finish the super sundaes. Your family ice cream challenge can become a documented part of history.

TAKE IT TO NEW HEIGHTS Change up your leisurely visit to the boardwalk, and see if your family can handle Ocean City's famous thrill rides – the Sling Shot and the Tidal Wave. We also have it on good authority that Trimper's Rides will be adding a new Italian ride this summer.

CREATE AN OLYMPIC MOMENT 2010 might be a winter Olympic year, but not in Ocean City. Compete against other families in the town's free Family Beach Olympics held at the 27th Street beach.

GOLF IT OUT Depending on age, hold a kids vs. parents family golf tournament at one of Ocean City's many miniature or standard golf courses.



THE VALUE OF AN OCEAN CITY VACATION

In today's economy, we know that vacationers are looking to get more for their money, and because of the exceptional value of an Ocean City vacation, the town managed to prosper during the recession when other destinations fell flat. Here are some budgeting and planning tips that will allow 2010 visitors to save money and make the most out of their trips:



RODNEY SAVES Rodney, Ocean City's official spokesperson, spent the off-season putting together stellar deals at popular Ocean City hotels, restaurants and hotspots. Be sure to visit www.ococean.com/rodney-saves before booking your trip, and

Rodney can save you from drowning in vacation costs.

FREE, FREE, FREE! We've compiled a list of 100 free things, to do and see in Ocean City, from watching the Surfrider Longboard Challenge to the Arts Alive festival, to a day on the beach. Visit <http://ococean.com/things-to-do/100-free-oc-activities> to view all 100 events and activities. Back by popular demand, Ocean City will continue to offer free family fun events this summer including Movies on the Beach, Family Beach Olympics, and Concerts and Bonfires on the Beach. New for 2010 are Sunset Park Party Nights. Dates and times for all events are listed on the calendar included in this media kit.

FACEBOOK AND TWITTER DEALS To stay updated on the latest and greatest Ocean City deals and promotions, visitors should make a point to become a fan of the town on Facebook (www.facebook.com/oceancity) and follow us on Twitter (www.twitter.com/ocmaryland). Links to popular Ocean City businesses' social media accounts are also featured as part of their profiles on the Ocean City Dept. of Tourism's official Web site, which can be accessed by going to <http://ococean.com/dining-and-nightlife> and <http://ococean.com/accommodations>.

PROPER PLANNING Planning details and itinerary of what you plan to see and do in Ocean City can help you create a budget for your upcoming beach vacation. The Ocean City Web site, www.ococean.com, serves as a great travel planning tool, and allows you to customize a unique Ocean City experience – from dining and hotel options, to must-see attractions. Have a question about Ocean City or need a recommendation? Ask one of our certified Ocean City Insiders by going to www.ococean.com/insiders.

TOP 10 THINGS TO DO WHEN A BEACH BREAK IS NEEDED

1. Get out of the hotel or condo and hit up the boardwalk with the kids. Stop and play at the arcade, then swing by the Candy Kitchen and pick up some sweets.
2. Head to the Fox, Sun & Surf 8 Cinema on 143rd St. or the Gold Coast Mall to check out the latest summer flick. It's the perfect time to check out the hottest blockbuster.
3. There is nothing better than taking a little "you" time by winding down at a spa on a rainy day. Treat yourself to a massage and facial at any of the great spas in Ocean City.
4. See the professional ice skaters at the Carousel Hotel's ice rink. After the performance, grab some skates and hit the ice. The kids are sure to remember ice skating at the beach.
5. Mini-golf isn't a fair weather sport in Ocean City. Compete in an intense 9-hole game of indoor mini-golf with your family at Old Pro Golf on 65th St., or try Old Pro Golf's newest indoor miniature golf attraction at 136th St. expected to be completed for summer 2010.
6. Curl up with a good book on the balcony of your hotel or condo, and enjoy the fresh smell of saltwater.
7. Release your inner child and take the family out for a game of laser tag or bowling.
8. Explore the colorful history of Ocean City at the Life-Saving Station Museum on the boardwalk.
9. Get shopping. Take a trip to the Ocean City outlets, boardwalk, mall or boutiques.
10. Rally up some friends and reserve a gym to play volleyball, soccer, basketball or another sport.