

**FOR IMMEDIATE RELEASE**

Date: May 7, 2007

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## **Audio Tour Rental Site Set to Open Outside the D&F Tower on May 17th**

Rocky Mountain Audio Guides (RMA), producers of the award winning "Walking Tour of Denver's Historic Lower Downtown," is pleased to announce its partnership with Lannie's Clocktower Cabaret. RMA will expand its services by offering MP3 player rentals of the popular tour. The new site will be conveniently located on the patio area just outside of the D&F Tower on the 16<sup>th</sup> Street Mall. The 2.25 mile tour of historic Lower Downtown (LoDo) previously only available via cell phone, online downloads and on CD, will now give visitors an additional easy to use MP3 rental option. A few of the sites featured on the tour include Union Station, the Oxford Hotel & Cruise Room, Larimer Square, Writer Square, the D&F Tower, Market Street, Coors Field and more.

"We're very excited to partner with Lannie's Clocktower Cabaret," states Barb Rigel, President & Co-Founder of Rocky Mountain Audio Guides. "Having a physical presence on the 16<sup>th</sup> Street Mall will definitely help us provide a memorable tour experience to many more visitors than we're currently able to reach. Lannie Garrett, Jefferson Arca and all of the owners' of Lannie's have been great to work with. We're both members of the Denver Metro Convention & Visitors Bureau and share a common interest and vision of promoting the city of Denver to visitors and locals alike."

The new MP3 tour rental site will open during "Discover Denver" week, with a targeted opening date of Thursday May 17<sup>th</sup>. Hours of operation are being finalized, but will likely be 10 a.m. – 6 p.m. (weather permitting). MP3 tour rentals will be \$15.95 and includes the use of a state-of-the-art MP3 player with display and headphones for the day. A tour of the Capitol/Civic Center Park area is slated for later this summer and will also be available at the D&F Tower rental site.

Audio tours have gained much wider acceptance in the U.S. over the past few years. Many cities such as New York, Boston, L.A. and Philadelphia as well as famous attractions including the Statue of Liberty, Empire State Building, Alcatraz Island and Ellis Island all offer audio tours to visitors. "Denver has such a rich history and we've had fun sharing that history in our audio tours, but we're really looking forward to opening a rental site downtown that will allow us to interact directly with visitors," says Rigel.

With the D&F Tower being located just blocks from the RTD light rail station and along the 16<sup>th</sup> Street Mall with free mall buses, it will be easy to get to the tour rental site whether you're staying downtown or in outlying areas.

The tour is a fun, healthy and entertaining way to get out and see the city while learning more about Denver's past, present and future.

### **About Rocky Mountain Audio Guides, LLC**

Denver based Rocky Mountain Audio Guides (RMA), founded in 2001, produces and hosts custom audio programs and cell phone tours. Other services include research, scriptwriting, recording, graphic design and general marketing support. In addition to historic walking tours, they can also produce programs for conventions, zoos, museums and educational institutions. Other Colorado based projects that RMA provides services for include cell and/or MP3 tours for The Telluride Historical Museum and the City of Boulder Water Conservancy Department. Audio is provided via CD, MP3 or the Mobile Touring System for cell phone tours. Interested groups and organizations should contact Rocky Mountain Audio Guides for more information or to discuss custom projects.

Visit the Rocky Mountain Audio Guides, LLC website at [www.rockymountainaudioguides.com](http://www.rockymountainaudioguides.com) phone: (303) 898-7073 - E-Mail: [tours@rmaguides.com](mailto:tours@rmaguides.com)