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SOUTH DAKOTA COMPANY FEATURES RURAL AMERICA SD COMPANY FEATURES RURAL AMERICA

Vermillion, SD—Three South Dakota men have created *States Pride*—a company that showcases the places and products of rural America. States Pride is more than an internet site. It is a small-town, mainstreet company that uses internet and non-internet means to help bring travelers and shoppers out onto America's backroads.

“One of the pervasive problems facing rural America is that its people, places and products—from the Nebraska bed-n-breakfast to the Vermont furniture maker—remain hidden,” says States Pride's president, Kevin Brown. The new company is laying the groundwork for coast to coast advertising of this market.

“When people go to www.statespride.com they will be able to enjoy a virtual “walk” along the sidewalks of the featured, small-town mainstreets. They will be able to do their real-time trip planning utilizing our deep-mappingsm technology. They will enjoy half-day trips that will “loop” through the countryside. They will be able to submit their requests for reservations at any time. And they will be able to purchase locally-made products,” added Brown.

States Pride is now loading its cultural tourism market. “Museums, bed-n-breakfasts, one-of-a-kind restaurants, small-town shops, art galleries and crafters dens are being added to our pages,” says co-owner, Brian Walton. “We then catalog these destination listings, assign to them a global position system coordinate and use this information to provide travelers with a mapped guide out onto any road and into any town.” The company works with historical societies that are interested in deep-mappingsm their town or county. States Pride will be working with small-town mainstreets across the country to help them tell their story and give the traveler reasons to drive to their community. States Pride invites individuals whose destination or products represent the people and the land of their state to make application for listing on-line.

The States Pride office is located at 200 West Main, Suite 200 in Vermillion, SD, 57069. Call toll free 1-800-816-6080, M-F, 8:30 a.m.-5:00 p.m. or email info@statespride.com for more information.