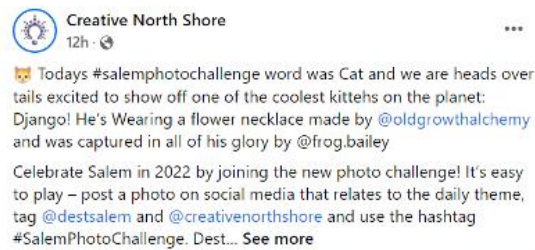




FOR IMMEDIATE RELEASE
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Destination Salem and Creative Collective Launch Daily Photo Challenge

Visitors to Salem are Invited to Share photos of Anything from Pets to Historical Landmarks, to Culinary Experiences.



SALEM, Mass. – Destination Salem is collaborating with Creative Collective (the team behind Creative North Shore) on a daily photo challenge, beginning in February, and running through December 2022. The idea came about as a way to provide a fun outlet to share photos of Salem with the community.

“This challenge is intended as a fun tool for consumers, creators, and small businesses to share what they love right now,” says John Andrews, Founder of Creative Collective. “We are honored to work with Destination Salem on this project as a community of creators.”

With this initiative, the organizations are inviting visitors and businesses to celebrate Salem in 2022 by posting a photo on social media that relates to the daily theme on the calendar found here. The posts must tag @destsalem and @creativenorthshore using the hashtag #SalemPhotoChallenge. Destination Salem and Creative Collective will repost and share their favorite images each day, which means there are

two opportunities to be featured each day. The next month's calendar will be posted here a few days prior to the 1st of each month.

Photos can show any interpretation of each daily theme and how it relates to Salem. Participants can post daily, or just on the days with themes that speak to them. New photos or pictures from previous trips are welcome. Older photos should include the year in the caption so everyone can enjoy a trip down memory lane.

Note: By tagging #SalemPhotoChallenge, you grant permission for Destination Salem, the Creative Collective, and Salem Haunted Happenings to share and repost photos.

About Salem, Massachusetts

Salem is a destination recognized around the world for its rich history, which includes the tragic Salem Witch Trials of 1692, the glorious maritime era that left its indelible mark on Salem through architecture, museums, and artifacts, and for its month-long celebration of Halloween. Today, more than one million people visit Salem annually, generating nearly \$140 million in tourism spending and supporting 1,000 jobs.

About Destination Salem

As the destination marketing organization for the City of Salem, Destination Salem cooperatively markets Salem as one of Massachusetts' best destinations for families, couples, domestic, and international travelers who are seeking an authentic New England experience, cultural enrichment, American history, fine dining, unique shopping and fun. For more information, visit Salem.org.

About Creative Collective

Creative Collective connects the creative workforce and economic development through connected programs, technical assistance, consultancy, advocacy, and more. The Collective, its members, and its partners share a vision that thriving arts, culture, and creative sectors make the world a better place and support the sustainability of our communities and businesses. For more information, visit creativecollectivema.com.

Image: Courtesy Creative North Shore Facebook

High-resolution images and interviews available upon request.

Media Contacts:

Kristen Levesque, kristen@kristenlevesquepr.com

Mary Keith, mmkeithma@gmail.com

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