



B O R R E G O S P R I N G S

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FOR IMMEDIATE RELEASE

Borrego Rentals Joins *TourismBorrego* Marketing Cooperative

BORREGO SPRINGS, California (July 23, 2009) – Dennis Nourse, President of Hogtamer Investments, Inc., announced today that its affiliates Borrego Rentals and Borrego Rental Management Group will join with four other area lodging businesses as Participants in the *TourismBorrego* destination marketing program of the Borrego Springs Chamber of Commerce. *“We’re excited to be joining this effort, and confident of the benefits to us”* Nourse said.

Borrego Rentals started in 2004 with a vision of providing quality rental properties to those visiting the Borrego Valley and to offer seasonal residents a way to ensure that their properties were well maintained in their absence. It has grown to represent over 40 area properties, among them some of the finest vacation residences available in Borrego Springs. Borrego Springs Chamber of Commerce president Gwenn Marie remarked that *“vacation rentals are a very important lodging option for visitors to Borrego Springs. We’re thrilled to have a top-notch group like Borrego Rentals join us in this exciting program.”*

As a Participant, Borrego Rentals receives the right to use the California’s Secret Desert™ brand in its marketing. It also gains an expanded listing and presence on the program’s Borrego-Springs.com website, including live links to the BorregoRentals.com website, a detailed listing page with logo, details, online booking, and pictures, plus banner advertising exposure throughout the site. Participants also benefit from pay-per-click targeted search advertising and banner advertising on high-profile travel sites like visitcalifornia.com and TripAdvisor.com.

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TourismBorrego is a destination marketing program of the Borrego Springs Chamber of Commerce & Visitors Bureau. Its goal is to attract more overnight visitors to California's Secret Desert™ and the village of Borrego Springs. It is located in the center of Anza-Borrego Desert State Park®, California's largest state park, and offers a full range of lodging and dining options for area visitors. Close to San Diego, Los Angeles, and Palm Springs, Borrego Springs is within 2.5 hours drive time of over 20 million people. Long popular with in-the-know San Diegans, it is now being discovered as a vacation destination by the rest of Southern California.

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