

2010 Public Relations Calendar - Sedona Chamber of Commerce

	January	February	March	April	May	June	July	August	September	October	November	December
Themes	Wellness/ Fitness	Wellness/Fitness	Family Travel	Family Travel	Culinary/Wine Escapes	Culinary/Wine Escapes	Summer Escape	Summer Escape	Art & Harvest	Art & Harvest	Holidays in Sedona	Holidays in Sedona
Sedona Events	1st Fridays @ Gallery	Sedona Marathon	St. Patrick's Day Parade	ICA Gathering of the Elders Indigenous / NA themes	Open Studios, Nat. Hist. Preservation Month, Bluegrass Fest.	Sedona Taste Dine in Sedona Restaurant Fest Sedona Star Party	CMT Comedy Festival, Nat. Day of Cowboy	Red Rocks Music Festival	Moonlight Madness Fiesta del Tlaq Slide Rock Apple Fest.	Plein Air Festival Uptown Trick or Treat	Red Rock Fantasy/ Festival of Lights	Red Rock Fantasy/ Festival of Lights
		Sedona Film Festival/ 1st Fridays @ Gallery	1st Fridays @ Gallery	1st Fridays @ Gallery	Art & Architecture Tour 1st Fridays @ Gallery, Open Studios	Festival of Native AM Culture/ 1st Fridays @ Gallery	1st Fridays @ Gallery	1st Fridays @ Gallery	Jazz on the Rocks 1st Fridays @ Gallery	Arts Festival 1st Fridays @ Gallery	Red Rock Canvas 1st Fridays @ Gallery	Holiday B&B Tour 1st Fridays @ Gallery Miniature Exhibition at SAC
AZ Events	Fiesta Bowl 1/4	PGA/FBR Open 2-22-28	Indy Racing League, Safeway LPGA	Nextel Cup Racing Subway Fresh 500 Racing 4/10		National Trails Day	Prescott Frontier Days-oldest rodeo		ATT Arizona Open	44 Annual Cowboy Artists Exhibit	Nextel Cup Racing, AZ International Auto Show	Insight Bowl (12/31), Fiesta Bowl Parade
	PFChang Rock'Roll Marathon 1/16-17	AZ Renaissance Festival	Spring Training Heard Museum Indian Mkt.	Cottonwood/VV Birding & Nature Fest, Country Thunder	AZ. Special Olympics	Grand Canyon State Games			AZ Restaurant Week		6th Annual Food & Culture Fest	Polar Express- Grand Canyon RR
	Barrett Jackson 1/18-24	Travel Show 2/20-21	West of Western Culinary Festival 3/14-15	PHX/SW Indian Folk Art Festival					Rt. 66 Days in Flag	Tour de Scottsdale Bike Ride	16th Annual Art Fest Scottsdale	
Story Ideas	Spas, Yoga, Fitness in Red Rocks	Run in the Red Rocks, Romance, Celebrities	Hiking in perfect conditions, Desrt in Bloom	Spring break, Family activities, Sightseeing- Attractions	Water, Wine & Dine, Culinary Travel	World class dining/chefs, sustainable methods	Value deals / cool evenings / water activities	Value deals / cool evenings / water activities	Fall Colors, Fall Harvest of Grapes at Wineries	Fall Colors and Art abounds	Spirit of the Holidays	Holiday Deals, Local Holiday Recipes
Editorial Calendar	The Magazine for Couples- Toronto, hot and cold getaways, American Heritage- Spring travel guide, Horizon Air- Sedona	AmericanStyle- guide to Fairs & Festivals, Camping Life Magazine- camping with Families	Adventure Travel- Boston Globe, Bridal Guide- Spring and Fall Destination Weddings, Canadian Traveller - Arizona	Bon Appetit- Travel Issue for May, Dallas Morning News- spring travel, Elite Magazine- summer weekends, Family Circle- Nature Vacations, Food & Wine Travel Issue	InStyle- Summer Getaways, Laguna Beach Mag. Summer Festival Guide, Leisure Group Travel- Culinary, Lux. Travel Advisor- Spas & Resorts	Men's Fitness- Adventure, Natl. Geo Adventure- Family Getaways, Natl. Geo. Traveler- Hotels We Love, NY Post- Travel	Parents- Family Travel, Phoenix Mag- Summer travel, Summer hikes, Pilates Style- Ayurvedic treatments	Real Simple- Wine 101, Road & Travel- World's Best Spas, Culture & Travel- Arizona	O Magazine- Travel, Departures- Explore Issue, Fitness Plus- Outdoor Adventure, OC Register- Fall & Wine, Holiday event calendars	San Diego Family Mag- Family Travel, Quick Trips, Sherrman's Travel- Spa Escapes, Southwest Airlines- Winter Travel	Travel & Leisure- Holiday Escapes, Weekend Travel, Holiday Calendar submissions- online and print, 944 Magazine- Holiday Travel	Canadian Geo. Travel- Spring Travel, Chicago Mag- Go West, FamilyFun- Holiday Trips, LA Times- Travel, Spa Magazine- Spas
Target Publications	Travel, Leisure, Lifestyle, Adventure, Spiritual	Travel, Leisure, Lifestyle, Adventure, Spiritual	Travel, Leisure, Fitness, Spiritual	Culinary, Wine, Family Travel	Culinary, Wine, Family Travel	Culinary, Wine, Fam. Travel	Travel, Leisure, Lifestyle	Travel, Leisure, Lifestyle	Travel, Leisure, Lifestyle, Art & Culture	Travel, Leisure, Lifestyle, Art & Culture	Travel, Leisure, Lifestyle, Art, Holidays	Travel, Leisure, Lifestyle, Art, Holidays
Target Markets	CA, AZ, NY, NV, IL, CO, UK, Europe, Canada	CA, AZ, NY, NV, IL, CO, UK, Europe, Canada	CA, AZ, NY, NV, IL, CO, UK, Europe, Canada	CA, AZ, NY, NV, IL, CO, UK, Europe, Canada	CA, AZ, NY, NV, IL, CO, UK, Europe, Canada	CA, AZ, NY, NV, IL, CO, UK, Europe, Canada	CA, AZ, NY, NV, IL, CO, UK, Europe, Canada	CA, AZ, NY, NV, IL, CO, UK, Europe, Canada	CA, AZ, NY, NV, IL, CO, UK, Europe, Canada	CA, AZ, NY, NV, IL, CO, UK, Europe, Canada	CA, AZ, NY, NV, IL, CO, UK, Europe, Canada	CA, AZ, NY, NV, IL, CO, UK, Europe, Canada
AOT Events - *Sedona Participation		German Media Mission	French Media / Trade Mission Paris, France		National Tourism Promotion Week *POW WOW				*NY Media Mission	*AZ Media Marketplace	UK World Tvl Mkt	
FAM Tours	Native American Pre/Post Fams	Customized Itineraries (Ongoing)	Customized Itineraries (Ongoing)	Theme TBD 4/27 - 5/3, US/Int'l Writers Cust. Itiner.	Customized Itineraries (Ongoing)	Customized Itineraries (Ongoing)	Customized Itineraries (Ongoing)	Relax in the Rocks Cust. Itiner.	NY Media Mktplace Customized Itineraries	Travel Classics West Cust. Itiner.	Customized Itineraries (Ongoing)	Customized Itineraries (Ongoing)
Holidays	New Year's Day Martin Luther King Jr. Day	Valentine's Day President's Day	St. Patrick's Day	Earth Day Easter	Memorial Day Mother's Day	Father's Day	4th of July		Labor Day	Halloween	Thanksgiving Day Veteran's Day	Christmas Hanukah
High Impact Insertions	Conde Naste Travel & Leisure Phoenix Magazine, Runner's World, AZ Republic	AZ Republic In-Style Cosmopolitan, Lux. Travel Advisor, T&Leisure	Midwest Living, Phoenix Magazine, Sunset Magazine, AZ Republic	Outside Magazine, Trailbalezer Magazine, AZ Foot Hills, AZ Republic, True West	AZ Republic, Pathfinders Travel, Texas Monthly, Westways	Wine Connoisseur, Organic Spa Magazine, AZ Republic	Phoenix Magazine, LA Times LV Journal, AZ Republic	Real Simple Westways, AZ Republic	Food & Wine Cooking, AZ Republic	American Style SW Art, AZ Republic	Sunset Magazine Smithsonian, AZ Republic	AZ Republic Street Journal Sunset Magazine Wall