



News Release

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NEW HOPE VALLEY RAILWAY CHOOSES CONVEY INK LOCAL ATTRACTION RAMPS UP MARKETING

Willow Springs, NC – 8 January 2005 – The New Hope Valley Railway, a popular weekend tourist attraction, has chosen Convey Ink to handle its marketing efforts. The heritage railroad and museum is relatively well known in the area, and now seeks to grow by expanding the reach of awareness to a wider market.

“We’ve gone about as far as we can go here in Bonsal right now,” said John F. Morck, Treasurer of the organization. “We have to expand our reach to continue constantly improving what we do, and the only way to do that is to increase the reach of our marketing.”

The New Hope Valley Railway provides an enjoyable educational experience for visitors through its primarily outdoor exhibit of historic and heritage railroad equipment specific to railroads having operated in North Carolina, and train rides through the countryside behind its vintage locomotives. The railroad operates the one of the two regularly scheduled, standard gauge steam locomotives in the state. Visitors are treated to a glimpse back into the history of our state as it once was many years ago.

The New Hope Valley Railway is operated as an “active exhibit” of the North Carolina Railroad Museum (NCRM), an ongoing project of the East Carolina Chapter, NRHS, an all-volunteer nonprofit organization. Their facilities are located in the community of Bonsal, North Carolina, just nine miles south of the Town of Apex on historic Old US1. Trains operate the first Sunday of each month from May through November, and both Saturday and Sunday the first two weekends in December. Please visit their website (www.nhvry.org) for further information.

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About Convey Ink, Inc.:

Convey Ink (CI) is a unique company, specializing in assisting other enterprises to realize their full potential through marketing, branding, business writing, public relations, and training. All work is based upon the premise of *Authenticity Marketing*[™] where truth is paramount, and *spin* a thing of the past. For more information, please visit our website (www.CONVEYINK.COM) or call us (1-919-264-9868) directly.