



FOR IMMEDIATE RELEASE

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Finders Keepers Poster Now Available

Lincoln City, OR - Explore Lincoln City is excited to announce that the annual Finders Keepers poster is now available for your viewing enjoyment. The new poster comes just in time as the signature promotion celebrate its 20th year of treasured hunting.

Depicting a colorful deep-sea background, the poster invokes the new Lincoln City branding, complete with octopus tentacles holding a glass float. The poster was developed by Explore Lincoln City's marketing agency of record, BPN (Borders Perrin Norrande). Explore Lincoln City Marketing Manager, Scott Humpert, reflects on the process of creating the new poster.

"We are extremely proud of this year's Finders Keepers poster," says Humpert. "It represents a wonderful collaboration between staff at Explore Lincoln City and our creative agency Border Perrin Norrande. This year marked an opportunity to celebrate the 20th program year of Finders Keepers while integrating the City's new branding. The result is vibrant, whimsical and playful art that will be leveraged through a variety of promotions and media. The poster's development is always an involved process, but the tradition is well worth the investment. We will continue to set a high standard for the Finders Keepers program as a signature Lincoln City experience."

The 20th season of Finders Keepers kicks off on October 13th. Beachcombers of all ages can visit Lincoln City's seven miles of coastline and hunt for a brightly-colored glass float, each one carefully hidden by the Float Fairies. To celebrate the 20th season, the Float Fairies have decided to hide floats year-round. That's right, you can now hunt for floats 365 days a year!

Copies of the Finders Keepers 20th season poster will be made available at both the Explore Lincoln City office, located at 801 SW Hwy 101 (fourth floor of City Hall), and the Visitor Information Center, located at 540 NE Hwy 101 inside the Lincoln City Cultural Center. Treasure hunters wanting a copy are encouraged to visit either location within Lincoln City. For guests out of town, please call Explore Lincoln City at 541-996-1274 or email at visitors@lincolncity.org to request a copy. Shipping and handling charges may apply.

For more information about Finders Keepers, please contact Explore Lincoln City at 541-996-1274.

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