

FOR IMMEDIATE RELEASE

Halifax County CVB Launches Mobile App to Educate Visitors Like Never Before

App available for Apple and Android devices

Roanoke Rapids, NC – September 20, 2013 - Visitors to Halifax County can now get tips on things to do, see, and eat, all with the click of a button on their mobile device. The Halifax County Convention & Visitors Bureau today launched a new mobile application available for [iPhone](#) and [Android](#) devices. The free app acts as a guidebook, navigator, entertainer, restaurant guide, and event calendar.

“This type of technology will only enhance the visitor’s experience in Halifax County. The interactive maps and direction prompts will keep visitors on track. The app will also make it easier for visitors to explore local dining options, places to visit, and book a place to stay the night,” said Lori Medlin, President, Halifax County CVB.

One of the application’s most interesting features is a digital postcard. Visitors can take a photo during their stay, customize it within a postcard template, and send it to friends or share it on social media sites detailing their experience in Halifax County.

Halifax County worked with Bar-Z, a mobile application development company out of Austin, Texas, to produce the applications. Bar-Z has developed apps for over 250 customers and for many wide-ranging tourism destinations such as the Great Smoky Mountains, Las Vegas, Bermuda, Gettysburg, Pennsylvania, and the Maryland Tourism Department to promote its Civil War Trails.

“We are excited to work with the Halifax County CVB in creating an app to support their tourism. Mobile solutions are the wave of the future. The Halifax County CVB has been aggressive in embracing this cutting-edge technology which is a testament to their forward thinking and commitment to attracting tech-savvy audiences to visit the area,” said Lee Little, Founder and CEO, Bar-Z.

About Halifax County CVB

Visit Halifax offers travel information about Halifax County, NC. Halifax County, anchored by the City of Roanoke Rapids, is the midpoint on the East Coast and located along I-95. Find out where to stay, eat, shop and play. To learn more visit www.visithalifax.com or download the mobile application.

About Bar-Z

Bar-Z delivers custom branded mobile and web apps faster than a speeding bullet and is an industry leader in the development of these applications. The company strives to deliver

creative content to people on whatever device they happen to have with them including Apple iPhone and Google Android devices. Our goal is to become the leading cross-platform publishing solution. For more information, visit www.bar-z.com.

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