

Steamboat Announces Yet Another Similarly Named Marketing Campaign: "Diversity Town, U.S.A."

Written by Whitey Everywhere
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With interest in last year's "(Fill in the Blank) Town, U.S.A." campaign waning, Steamboat Springs Chamber Resort Association has taken a different angle for its summer marketing campaign: "Diversity Town, U.S.A."



"Because the USA Pro Cycling Challenge isn't returning this year, people feel that going back to 'Bike Town, U.S.A.' makes us look like poseurs," said Marketing Director Sara Givjaschitz. "We want to refute the notion that, between the snow and the population demographics, this is whitest town in North America. Heck, we only got 160.5 inches last season."

"Just look at all the ethnic restaurants we have available here," Givjaschitz stated as an example of Steamboat's diversity. "We've got Chinese, Mexican, Vietnamese, Mexican, Thai, Mexican, Japanese, Tex-Mex, Italian, Mexican. The list just goes on and on."

When asked about the authenticity of the Chamber's claim, given that 98.1 percent of Steamboat's population is white, Givjaschitz replied, "Well, there's been all this talk about the 1 percent. We've got 1.9 percent, so I think that's way ahead of the game."