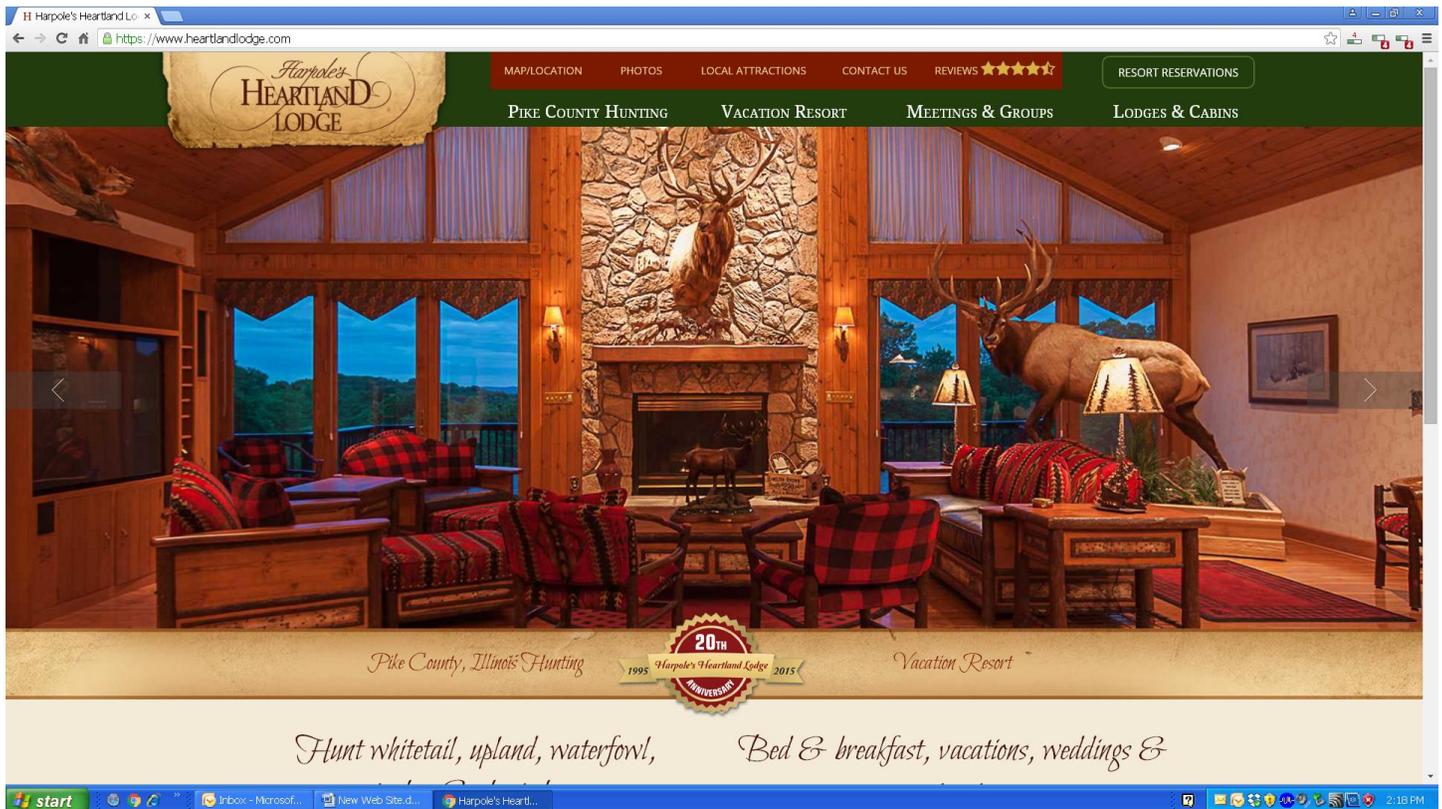


# Press Release



**Pike County, Illinois – “Enjoy our simple lifestyle and stay awhile.”**



Harpole's Heartland Lodge recently launched its new web site at [www.Heartlandlodge.com](http://www.Heartlandlodge.com). The new mobile responsive site will leverage over one million unique visitors annually to the site, marketing tourism in Pike County, Illinois, and the entire region, along with bringing in 17,000+ tourists annually. Twenty years ago, phase one for Heartland Lodge was to market Pike County as the premier hunting destination. Phase two will market the region surrounding the lodge for year-round tourism. Abraham Lincoln, Mark Twain, Lewis and Clark, and the many other attractions within an 80-mile radius of the lodge will be promoted through the new "Local Attractions, Events and Articles" sections of the new web site. Lori Biehl ([Lorib@Heartlandlodge.com](mailto:Lorib@Heartlandlodge.com)) has been hired full-time to be the web site's ambassador to the community. Lori will be working with local chambers, CVBs, economic development groups, tourism related businesses and organizations to make sure they are well represented on our new site.

We need your help in spreading the word to build the attractions for the new site. We have started with some attractions in Pike County but we need your help in listing all the tourism related attractions in the region. Tourism related businesses and organizations can email Lori directly to be listed as an attraction, have an event posted to our calendar, or have an article written about them. Opening up Heartland's web site as a marketing tool for the region will enhance tourism that everyone in the area can benefit from. If you have any further questions, or would like more details about Harpole's Heartland Lodge and their new web site, please contact Gary Harpole at 217-734-2526 or [Gary@Heartlandlodge.com](mailto:Gary@Heartlandlodge.com). This new web site was possible as a result of partial funding from the Pike County, Illinois Accommodations Tax Grant.

*"Entertain strangers, for by doing some people have entertained angels." Hebrews 13:2*