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**RENOWNED BELGIAN PHOTOJOURNALIST JOHAN LOLOS TOURS  
GRAND JUNCTION AND COLORADO NATIONAL MONUMENT**

- *Travel/Adventure Influencer Embarks on a Two-Week Trip to Visit All of Colorado's National Parks in April 2017*
  - *Grand Junction stop is April 6-7, 2017*
- *Johan's visit is part of the Colorado Tourism Office 2017 Matching Marketing Grant Program Co-Op*

**GRAND JUNCTION, Colo. (April 7, 2017)** – [Johan Lolos](#), a Belgian-born, self-taught travel/adventure photographer, has captured some of the world's most spectacular natural destinations. Now, he's focusing his lens on Colorado's national parks, including our own backyard, the [Colorado National Monument](#).

In partnership with [Matador Network](#), Johan and his team will be hiking, camping and exploring the Colorado National Parks, Colorado National Monument and neighboring destinations, experiencing and documenting the uniqueness of the public lands, and developing compelling content that will be shared via a variety of platforms, including Johan's own widely popular Instagram account ([@johanlolos](#)).

Images will begin to be posted on April 7, visit the following social media links to follow Johan's travels (**please share and repost!**)

- <https://www.instagram.com/visitgrandjunction/>
- <https://www.instagram.com/lebackpacker/>

After enjoying all that Colorado National Monument and Grand Junction has to offer, Johan will visit all of Colorado's National Parks, including Black Canyon of the Gunnison, Mesa Verde, Great Sand Dunes, and both the east and west sides of Rocky Mountain National Park – Grand Lake and Estes Park.

Why is Johan visiting in April? This is the first content creation project that will be applied to a new co-op marketing campaign between the Colorado Tourism Office and six Colorado destinations, including Grand Junction. [The Grand Junction Visitor & Convention Bureau](#) is one of six participating agencies that were awarded a [2017 Colorado Tourism Office marketing matching grant](#) to promote a new **Colorado National Parks Loop**. The six participating Colorado national park and national

monument destinations (Estes Park, Grand Lake, Grand Junction, Montrose, Cortez & Alamosa) are working together to promote Colorado's national park system (NPS) experiences, leveraging the momentum of the 2016 NPS Centennial campaign, growing awareness about the lesser-known parks & destinations and encouraging responsible, sustainable use of these protected lands.

The grant award from the Colorado Tourism Office was \$25,000, matched by \$30,000 (\$5,000 from each destination) for a total of \$55,000 to fund this new initiative. Funds will be directed to online content creation, video creation, public relations, brochures and social media. This program will encompass multiple content marketing elements and will work over multiple phases to reach a variety of audiences. Phase One focuses on working with a prominent media partner, Matador Network, to produce professional content via a high-caliber influencer (Johan Lolos), establishing an evergreen landing page to feature the content and driving to reach younger, adventuresome travelers. We will also be investing in the groundwork for Phase Two, which will broaden the reach and scope of the content and brand message to additional markets - mainly groups and international audiences.

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**About Grand Junction** ([www.visitgrandjunction.com](http://www.visitgrandjunction.com)) - Grand Junction is the largest city in Western Colorado, located at the junction of the Gunnison and Colorado Rivers, between Salt Lake City and Denver on Interstate 70. At an altitude of 4,586 feet, warm summers and moderate spring, fall and winter seasons allow for incredible year-round outdoor recreation opportunities. Among Grand Junction's spectacular red cliffs and winding canyons are the 11,000-foot Grand Mesa and the breathtaking 7,000-foot Colorado National Monument. Surrounded by an abundance of public lands, Grand Junction is also a mecca for hunting, fishing, dirt bike and ATV riding. Other attractions include three national scenic byways, rafting, boating, golfing skiing, extensive public art displays, museums, and a vibrant downtown featuring creative culinary options, shopping, Two Rivers Convention Center and the Avalon Theatre. Grand Junction is known as Colorado's Wine Country featuring 23 wineries nearby. The Grand Junction Visitor & Convention Bureau is a department of the City of Grand Junction and is the official Destination Marketing Organization (DMO) for the region.

**ABOUT COLORADO:** Colorado is a four-season destination offering unparalleled adventure and recreational pursuits, a thriving arts scene, a rich cultural heritage, flavorful cuisine, and 25 renowned ski areas and resorts. The state's breathtaking scenic landscape boasts natural hot springs, the headwaters of seven major rivers, many peaceful lakes and reservoirs, 12 national parks and monuments and 58 mountain peaks that top 14,000 feet. For more information or a copy of the 2017 Colorado Official State Vacation Guide, visit [www.COLORADO.com](http://www.COLORADO.com) or call 1-800 COLORADO. Follow Colorado on [Twitter](#), [Facebook](#), [Instagram](#), [Pinterest](#), [Google+](#), [Foursquare](#), [Flickr](#), [Tumblr](#) and [YouTube](#)