

Making a difference

Give back with Tour for the Cure®



Along with friendly service, great value, and memorable experiences, a group tour to Southern Indiana can make a real difference. Tour for the Cure®, an innovative tourism product from the Dearborn County Convention, Visitor & Tourism Bureau, allows groups the chance to have a lot of fun and help a needy cause. Both overnight and daytrips can become Tours for the Cure. As Red Hats, girlfriends, and other groups of all sizes come and experience the attractions and activities on their tour, they can join with the tourism bureau

meal. Applewood on the River in Aurora and Whisky's Family Restaurant in Lawrenceburg both serve a special wellness-inspired menu just for Tour for the Cure.®

All of the proceeds provide financial support for the research and research-related projects of the Vera Bradley Foundation for Breast Cancer Research. Vera Bradley is the Hoosier company known for its quilted handbags and accessories, and the Vera Bradley Foundationsm also is based in Indiana. Since it began, the organization has raised more than \$8 million, supporting the Vera Bradley Chair in Oncology and establishing a center for cancer research at the Indiana University School of Medicine. In 2008, Dearborn County CVTB donated \$1,000 to the foundation.

The list of itinerary options is long for a Tour for the Cure®. In the town of Aurora — the city of spires — groups can admire the bygone beauty of the Hillforest Victorian House Museum, overlooking the

Above:
A Tour for the Cure® can bring group members closer together.

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Have Fun, Give Hope.
Visit Southeast Indiana

SAMPLE ITINERARY

- ✦ Gardening Workshops
- ✦ "Arty Parties"
- ✦ Victorian Teas
- ✦ **New!** Tour for the Cure® Luncheons
- ✦ Historic Home Tours
- ✦ Optional Casino Evening

Contact Sally McWilliams at 812-265-6999 or smcwilliams@visitsoutheastindiana.com

DEARBORN COUNTY
Southeast Indiana
...the perfect place to play!

South of I-74 & west of I-275, 20 minutes west of Cincinnati
www.tourfortheure.info

and local partners to bring real change.

Dearborn County has a strategic location not far from where Indiana, Ohio, and Kentucky come together. Just 20 minutes from Cincinnati, 65 from Dayton, and 80 from Lexington, Lawrenceburg is a perfect place for hub-and-spoke tours, and it has plenty to offer on its own. Sally McWilliams, the Group Tour & Package Travel Specialist is just a phone call or e-mail away to provide itineraries, tour planning assistance, and more information.

"Travel is good for you in so many ways," said McWilliams. "This is something you can do for somebody else."

When overnight groups make their trip a Tour for the Cure®, the tour company can include a \$1 per person donation in the per-person cost of the tour. Then the tourism bureau will match the donation, and the area hotel receiving the overnight stay will also match the donation. Everyone in the group receives a complimentary Tour for the Cure® luggage tag.

When daytrip groups include a Tour for the Cure® Luncheon in their itinerary, the restaurant partner will donate \$1 per

Ohio River. Visitors are invited for tea or a lesson in the language of fans. On a city tour, groups can see the murals, explore the Southeastern Indiana Art Guild studio and gallery, and experience the landmark Veraestau Historic Site. The Ertel Cellars Winery in nearby Batesville welcomes groups with a winemaker-led tour and a special dinner and options for meals.

In Lawrenceburg, hands-on fun is waiting. Hot gaming action, dining, and comfortable guestrooms are hallmarks of the Argosy Casino and Hotel. The Framery hosts art parties, and McCabe's Greenhouse & Floral offers hands-on gardening projects. Groups also can shop here and the Lawrenceburg Antique Gallery, perfect for a little something to remember the tour.

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