



**FOR IMMEDIATE RELEASE:
Agritourism Website Ready For New Member Sign-Ups**

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(St. Louis – July 1, 2008) – The stampede is on to vacation in the countryside for a day, or a whole week, as urbanites flock to American’s farms, ranches, and wineries to rediscover fresh air and outdoor fun. Leading the charge is a new website, www.RuralBounty.com, a North American directory of the rich bounty of the rural countryside, including farm fresh products, activities, entertainment, attractions, and family events and festivals.

Rural Bounty™ seeks to become the premier listing for all farms, ranches, wineries, CSA’s, Farmers’ markets and other businesses with rural roots, according to its creator, Jane Eckert of Eckert AgriMarketing, one of the leading Agritourism experts in North America, and a sixth generation farmer’s daughter.

“North America needs a single website where you can quickly and easily search for a farm, a ranch, a farm activity, or a special event such as a fall festival,” Eckert said. “RuralBounty.com allows the public to locate exactly what they are looking for in just a matter of seconds.”

Membership listings in the mega-website are available now to all businesses with a rural base. Each member will have a full web page listing, with their contact information, a description of their business, a link to their website, plus an extensive listing of their products and services. Premier Members can add photos and additional information.

The new website also allows farm advertisers to target the public looking at specific activities or locations, and allows farm suppliers to advertise directly to the agritourism industry using Rural Bounty services.

Businesses with a rural base are encouraged to sign up immediately by going to www.ruralbounty.com. For more information, visit www.ruralbounty.com, email info@ruralbounty.com, or call Jane Eckert, at 314-862-6288.