



**GREATER BOSTON  
CONVENTION & VISITORS BUREAU**

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**New BostonUSA Accepted Student Days discount program  
March 12-April 30, 2010**

**Lodging, shopping, dining & attraction discounts for visiting students and families**

**BOSTON, MA, March 10, 2010** – The Greater Boston Convention & Visitors Bureau (GBCVB), in cooperation with the Association of Independent Colleges and Universities in Massachusetts (AICUM), is enhancing the annual rite of college campus visits with its new **BostonUSA Accepted Student Days discount program** for visiting high school students and their families.

From March 12 through April 30, 2010 participating hotels, bed & breakfasts, inns, restaurants, tours, shops and museums are rolling out the red carpet to welcome students. The **BostonUSA Accepted Student Days discount program** offers more than fifty (50) lodging, shopping, dining and attraction offers and special perks for prospective students and their families.

The Greater Boston Convention & Visitors Bureau and the Association of Independent Colleges and Universities in Massachusetts focused on making the trip to Massachusetts colleges affordable and productive.

“College visits are a decisive factor in the college search for students and their families. The BostonUSA Accepted Student Days program offers discounts when visiting students and their families need them the most, in March and April when accepted students typically take one last look at the schools before having to make one of the most important decisions of their lives. In most cases, a decision must be made by May 1<sup>st</sup>,” says Richard Doherty, president of AICUM which is an umbrella organization for 60 private colleges and universities across Massachusetts.

“The BostonUSA Accepted Student Days discount program offers visiting families a range of special offers - from a savings of \$75 a night on lodging to students receiving their first, official university sweatshirt from the school of their choice as a special welcome gift at check-in,” says Patrick B. Moscaritolo, President & CEO, Greater Boston Convention & Visitors Bureau.

**Details about the BostonUSA Accepted Student Days discount program** are in the **Visit** section of the [www.BostonUSA.com](http://www.BostonUSA.com) web site. To view directly click here: <http://www.bostonusa.com/visit/bostoneveryday/be/accepted-student-days>