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## Gunnison-Crested Butte Tourism releases new video

*“It’s Not the Same Without You”*

**GUNNISON, COLO.**—The upcoming tourism season in Gunnison and Crested Butte will look very different from previous summers due to COVID-19 restrictions. Together with Meyvn Creative, we have released “It’s Not the Same Without You,” a three-minute glimpse into the drastic changes we have weathered and the heartfelt hope for brighter days ahead.

Our goal is to clearly and empathetically communicate how state and regional rules have affected summer travel to this area, and remind folks that the beautiful Gunnison Valley will still be here when this is over. The people, businesses and government of Gunnison County are working together to start safely reopening. We hope to release another video in the coming months.

We encourage you to share “It’s Not the Same Without You” on your website and social media channels. Here are sharing options:

[GunnisonCrestedButte YouTube link](#)

[Gunnison-Crested Butte Facebook post](#)

[@visitgcb Instagram post](#)

Embed code: `<iframe width="560" height="315" src="https://www.youtube.com/embed/8gsigTJMmN0" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>`

### About Gunnison-Crested Butte Tourism and Prosperity Partnership (TAPP)

The Tourism and Prosperity Partnership (previously known as the Gunnison-Crested Butte Tourism Association) was born in 2002 by popular vote in Gunnison County, Colorado. TAPP markets the Gunnison Valley as a year-round vacation destination and helps businesses grow and thrive in our unique setting amidst the Rocky Mountains.

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For additional questions, please contact Katy Mooney, Gunnison-Crested Butte Tourism and Prosperity Partnership Marketing Manager, at 480-433-7464 or [mooney.tapp@gmail.com](mailto:mooney.tapp@gmail.com).