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AVC Adds \$1 Million to Agent Stimulus Plan

America's Vacation Center today announced that the company will commit another \$1 million to assist the travel agency community as a part of its Travel Agent Stimulus Plan (<http://www.joinavc.com/Agent-Stimulus>). Launched with an initial \$1 million in March, The Travel Agent Stimulus Plan aims to assist professional sellers of travel, including current home-based, store-front, or call center travel agents, by reducing by 80% the startup costs for an AVC-affiliated agency and by AVC's increasing its consumer marketing.

A spokesperson said that the Travel Agent Stimulus Plan includes a pledge by America's Vacation Center to significantly increase its consumer marketing to generate even more Live Leads, the primary source of bookings for its current network that are available for new Independent Affiliates to quickly grow their businesses.

The initial \$1 million has already been spent in part to produce these Live Leads, and a considerable amount of the additional \$1 million will be allocated to generate more sales and commissions than ever before, said the spokesperson.

