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**Communications: 972-624-3156**

## **The Colony CVB takes first place at Idea Fair**

THE COLONY, Texas — For the third time in four years, The Colony Convention and Visitors Bureau has won a first-place People’s Choice award at the Texas Association of Convention & Visitors Bureaus’ (TACVB) annual conference and Idea Fair. This year’s event was held Aug. 6-8 in El Paso.

The Colony’s award was in the category of Tourism Promotion for budgets under \$350,000. The entry featured the same marketing video which also won a first-place award earlier this year during the annual awards conference hosted by the Texas Association of Municipal Officers Association.

Diane Baxter, director of Communications and Tourism for The Colony, said it’s gratifying to see the hard work of producing the video continue to pay off with recognition from industry peers.

“Obviously we’re very proud of how our film has been received, and we hope our residents are proud, too,” Baxter said. “But more than awards, we hope it also draws more and more visitors to our community eager to see and experience the many attractions The Colony has to offer.”

The TACVB Annual Conference allows employees from Convention & Visitors Bureaus throughout the state to come together for the purpose of education, networking, promotional idea inspiration and other important travel and convention related topics.

In addition, attendees take part in an “Idea Fair” competition where each city presents idea boards displaying the different programs and campaigns they have created over the past year to promote their city to leisure travelers and meeting planners. Members then vote on a winning entry for each of the eight categories including: Advertising, Convention Promotion, Mobile Site/App, Web Site, Local Awareness Campaigns, Cooperative Marketing, National Tourism Week, Tourism Promotion and Sports Marketing.

In 2011, The Colony CVB won a first-place People’s Choice award and an overall Judges Choice award in the category of Sports Marketing. In 2010, The Colony CVB won a first-place award for its website.

The Texas Association of Convention & Visitor Bureaus is the largest association of CVBs in the nation and was organized in 1972 for the purpose of providing cooperative action to enhance and encourage the growth of the convention and visitor industry in Texas. Specifically, this is pursued by

encouraging cooperation among Texas CVBs and the Texas travel industry; by maintaining standards of professionalism; by cooperating in the exchange of information between TACVB members; by developing an awareness of legislative action and unifying public relations activities and by providing educational opportunities. The TACVB website is <http://www.tacvb.org/>.

The Colony Convention and Visitors Bureau, comprised of two full-time staff members, is a department of the City of The Colony funded by the hotel occupancy tax. The mission of The Colony CVB is to positively impact the local economy by marketing The Colony as an exceptional destination for meetings, sporting events and leisure travel. Visitors and residents may stop by the office at 6900 Main St. from 8 a.m. to 5 p.m. Monday through Friday and pick up tourism brochures, maps, coupons and attraction information.

For information on The Colony CVB, contact Baxter at 972-624-3104 or via email at [dbaxter@thecolonytx.gov](mailto:dbaxter@thecolonytx.gov). For information about the TACVB, contact Executive Director Bridgette Snyder at 361-749-0467 or [bridgette@tacvb.org](mailto:bridgette@tacvb.org).

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