



**For Immediate Release:
August 17, 2011**

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The Colony Wins Big at TACVB *"Takes 1st in Best Overall Entry"*

The Colony Convention and Visitors Bureau (CVB) took home several awards, including 1st place for best overall entry in the Texas Association of Convention and Visitors Bureaus (TACVB) Idea Fair at the organization's annual conference in San Marcos earlier this month.

The Colony CVB was presented with three awards for their sports marketing entry, ***The Playbook***:

- People's Choice Award: 1st Place in Sports Marketing for budgets under \$350,000
- Judge's Award: Best Overall Entry in Sports Marketing for all budget categories
- Judge's Award: Best Overall Entry

The TACVB Idea Fair is a friendly competition held during the conference that allows bureaus to display their best ideas, campaigns, projects, and products they have created over the past year. These ideas are entered into one of eight different categories including: Convention Promotion, Tourism Promotion, Website, Sports Marketing, Local Awareness Campaigns, Advertising, Cooperative Marketing and National Tourism Week. The 300 plus convention delegates and a panel of judges vote for their favorite entries.

"We were competing against some CVBs with million dollar budgets," said Director of Communications and Tourism, Diane Baxter. "There were many wonderful entries, which makes us even more honored to be recognized and voted #1 in Texas among our peers for having the best idea, creativity and originality. I am also appreciative to have Christie Copling on staff who is both imaginative and resourceful."

The Playbook is an electronic marketing tool for tournament directors planning a sporting event or interested in planning one in The Colony. It's designed like a coach's playbook with sticky notes and taped photos highlighting our sports facilities, hotels, attractions and year-round events.

"Our main goal in creating this piece was to increase visitor spending among our sports travelers," said CVB Coordinator, Christie Copling. "We wanted to provide coaches and parents with a comprehensive resource for their travel planning needs and encourage them to stay and play one more day following their tournament."

The Playbook can be found on The Colony CVB's website, www.VisitTheColonyTx.com.

About the TACVB: The Texas Association of Convention & Visitor Bureaus 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. Through the Texas convention & visitor bureaus they identify and promote cultural diversity, rich history, hidden treasures, and off-the-beaten-path places of interest across the state along with all the well-known icons that say "Texas" to anyone anywhere.