



**For Immediate Release:
December 6, 2010**

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City of The Colony News Release

The Colony, TX – December 6, 2010

The Colony CVB announces winner of American Heroes Raffle

The Colony Convention and Visitors Bureau (CVB) is proud to announce the winner of the raffle held during the 3rd annual American Heroes festival on Saturday, November 6, 2010 at the Five Star Complex. Martha Crimmins of Carrollton, Texas joyfully claimed her prize at City Hall earlier this month. Her winnings included a large sport-travel bag filled with two fleece throws, several military-themed movies on DVD, two Starbucks mugs, an assortment of hot chocolate, an American flag, a holiday popcorn tin and scrumptious Ghirardelli chocolates – all valued at \$100.

In order to receive an entry for the raffle, festival-goers had to complete a short survey, which was administered by CVB staff at their booth. The purpose of the survey was to help determine the economic impact of the American Heroes festival. Those who completed a survey received an entry in the raffle and a chance to spin the prize-wheel where they could win a sport bottle, disposable camera, a small bag filled with coupons to local restaurants or more raffle entries. Diane Baxter, Communications Director and Christie Copling, CVB Coordinator were also promoting all the wonderful hotels, restaurants and attractions in The Colony.

The survey included questions asking folks how they heard about the event, if they stayed in a hotel, how far they traveled, their residency, if they shopped or dined while in town for the event and how much money they spent, if they would attend next year and if they would like to receive information on future events.

Results revealed that a majority heard about the event by word of mouth, traveled ten miles or less, were residents of The Colony and many indeed spent money while out and about for this event. However, some traveled from out of town and stayed at one of our fabulous hotels. Almost all participants indicated they would return next year and nearly half volunteered their e-mail addresses wishing to receive more information on future events.

“It’s evident that events contribute to the local economy,” said Christie Copling, CVB Coordinator, speaking on the results of the survey. “Diane and I are both pleased to see that more than 93% of those who completed a survey indicated they spent money in The Colony as a result of the American Heroes festival.”

Administering and publishing the economic impact survey can be an invaluable tool in bringing awareness to the community on the importance of events and festivals. It can also serve as a means to express pride and appreciation of being part of our great community.