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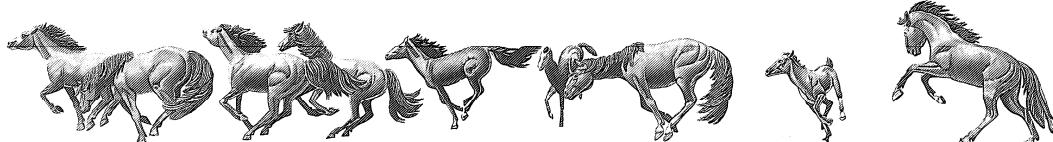
IRVING CONVENTION AND VISITORS BUREAU RECEIVES THREE GOLD ADRIAN AWARDS

IRVING, Texas (Jan. 29, 2013) – The Hospitality Sales & Marketing Association International (HSMAI) recognized the Irving Convention and Visitors Bureau (ICVB) with three additional Gold Adrian Awards for compelling advertising, public relations and marketing campaigns in the 56th annual Adrian Awards Competition, the largest and most prestigious travel marketing competition globally.

The ICVB was recognized for its work on attendance-building initiatives for consumer events held at the Irving Convention Center at Las Colinas, key public relations placements on behalf of the destination, and a direct mail campaign targeting group meetings and events.

These three awards bring the total number of Adrian Awards received by the ICVB to 14, since 2011. HSMAI presented the awards to the ICVB on Monday, Jan. 28, during the annual HSMAI Adrian Awards Gala at the New York Marriott Marquis, attended by more than 750 hospitality, travel and tourism marketing executives.

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"The fact that these awards recognize the comprehensive expertise of our staff, as well as the actual results derived from creative efforts, is important, said Maura Allen Gast, executive director of the ICVB.

"The Adrian Awards stage represents the pinnacle of a very large and competitive industry. These awards are validation that what we do, we do well, and it delivers results."

This year's contest attracted more than 1,100 entries from around the world – the winners displayed premium industry knowledge and delivered excellent consumer engagement results. More than 200 subject-matter experts in advertising, digital marketing, media and public relations disciplines, along with prominent members of the travel industry, were selected for the panel that decided on the awards given.

All winning entries are accessible in the [HSMAI Adrian Awards Winners' Gallery](#). For more information on the HSMAI Adrian Awards competition and Gala, please contact AdrianAwards@hsmai.org or visit [adrianawards.com](#).

About Irving, Texas

Located immediately adjacent to Dallas/Fort Worth International Airport and between Dallas and Fort Worth, Irving, Texas, boasts more than 75 hotels and nearly 12,000 rooms. Las Colinas, a 12,000-acre master-planned community within the city of Irving, is known worldwide for its quality and uniqueness. The city is home to 10,000+ companies, 50 Fortune 500 companies, and the world headquarters of six Fortune 500 companies. For more information, visit [irvingtexas.com](#)

About HSMAI

The Hospitality Sales and Marketing Association International (HSMAI) is committed to growing business for hotels and their partners, and is the industry's leading advocate for intelligent, sustainable hotel revenue growth. The association provides hotel professionals & their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue through programs such as [HSMAI's MEET](#), [Adrian Awards](#), and [Revenue Optimization Conference](#). HSMAI is an individual membership organization comprising more than 7,000 members worldwide, with 40 chapters in the Americas Region. Connect with HSMAI at [hsmai.org](#), [facebook.com/hsmai](#), [twitter.com/hsmai](#) and [youtube.com/hsmai1](#).

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