GREATER lansing MICHIGAN
CONVENTION & VISITORS BUREAU

NEWS RELEASE

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Greater Lansing CVB Recognized by Central Michigan Public Relations Society of America

LANSING, Mich.—The Greater Lansing Convention and Visitors Bureau received two awards from the Public Relations Society of America – Central Michigan Chapter, at the Annual PACE Awards on Wednesday, April 13, 2011.

The GLCVB won a Pinnacle Award, a top honor in the PACE Awards competition, in the category of Tactics: Electronic Media for the Greater Lansing Mobile App Campaign. The Greater Lansing Mobile App is a free download to web-enabled smartphones that provides up-to-the-minute access to area information.

The Bureau sponsored event, Over the Edge, brought in the Award of Excellence in the category of Special Events. Over the Edge is a fundraiser for the Team Lansing Foundation, the charitable division of the GLCVB, focused on regional destination development.

Tracy Padot, PRSA member and the Bureau's Vice President of Marketing Communications, attended the event, held at the Radisson Hotel Lansing at the Capitol, and accepted the awards on the Bureau's behalf.

"We are very pleased to be recognized by PRSA with these two PACE Awards," said Padot. "This recognition is testament to the hard work and dedication of our marketing department and the GLCVB organization."

PRSA, with 20,000 members worldwide, is the largest professional organized association for public relations practitioners. The Central Michigan chapter includes nearly 150 practitioners in consultancies, corporations, institutions, non-profit organizations and governmental agencies in Clinton, Eaton, Genesee, Gratiot, Ingham, Jackson, Livingston and Shiawassee counties.

The Greater Lansing Convention & Visitors Bureau seeks to positively impact the economic well being of the Greater Lansing metropolitan area by marketing the entire region as a desirable convention and tourism destination.

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