



NEWS RELEASE

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Greater Lansing Mobile App & Visitor Guide Winners At National Travel Media Competition

LANSING, Mich.—The Greater Lansing Convention and Visitors Bureau (GLCVB) is proud to announce its **Greater Lansing Mobile App won a first place award** and the **2010 Greater Lansing Visitor Guide won a second place award** from the North American Travel Journalists Association (NATJA). The awards competition, now in its 19th year, honors travel journalists, publications and destination marketing organizations.

NATJA Awards recognize excellence in travel writing, photojournalism, multimedia platforms, advertising, marketing and public relations for the travel and tourism industry. NATJA received more than 500 submissions from the United States, Canada and the United Kingdom. “Choosing winners was difficult in this year’s competition because we received so many creative and well-executed entries in all of the categories,” says Helen Hernandez, CEO of the membership organization.

The Greater Lansing mobile app, is available for iPhone, Blackberry and Android users. Download the FREE interactive app at <http://m.lansing.org> to discover hundreds of listings for attractions, dining, festivals and events, accommodations, shopping and more! The location aware travel guide lets users plan a customized tour complete with interactive mapping technology. Use the “Nearby Me” feature to see listings of things to do, current events, dining, shopping, etc. that are closest to your location. Share your experiences and photos to social networks while on the go. Browse the live Twitter feeds to read reviews and get the latest happenings in Michigan’s Capital City! Visitors and residents alike will find this app appealing for navigating the region.

The Greater Lansing Visitor Guide is a four-color, magazine style, annual publication produced by the marketing communications department of the GLCVB with design assistance from CiesaDesign of Lansing. Over 140,000 visitor guides are distributed each year to the traveling public. To review the most recent edition of the visitor guide, the public is encouraged to pick up a copy at any of the following locations: Greater Lansing Visitor Center in the Stadium District, Capital Region International Airport, Lansing Center, Lansing Mall, Meridian Mall, Lansing area hotels and attractions, Michigan Welcome Centers across the state, or requests can be made via the web at www.lansing.org.

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

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