



NEWS RELEASE

For Immediate Release: March 16, 2010

Contact: Tracy Padot
Vice President, Marketing Communications
517-377-1419 - tpadot@lansing.org

Greater Lansing Visitor Guide Wins National Travel Media Competition

LANSING, Mich.—The Greater Lansing Convention and Visitors Bureau (GLCVB) is proud to announce its **2009 Greater Lansing Visitor Guide won a first place award** from the North American Travel Journalists Association (NATJA). The awards competition, now in its 18th year, honors travel journalists, publications and destination marketing organizations. The GLCVB will receive the award at a ceremony at the annual NATJA conference in May.

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 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.

###