



NEWS RELEASE

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Greater Lansing CVB Wins Three Awards at National Travel Media Competition

LANSING, Mich.—The Greater Lansing Convention and Visitors Bureau (GLCVB) is proud to announce it has been recognized with three awards (one gold and two bronze) from the North American Travel Journalists Association (NATJA). The awards competition, now in its 21st year, honors travel journalists, publications and destination marketing organizations.

Award specifics include:

1. In the category “Destination Video” – the GLCVB won a Gold award for the new meetings video titled, “*Come Together in Greater Lansing*” (click here to watch <http://www.lansing.org/meeting/why-choose-greater-lansing/>)
2. In the category for “Visitor Guide” – the GLCVB won a Bronze award for the 2012 Visitor Guide publication.
3. In the category for “Website” – the GLCVB won a Bronze award for www.lansing.org.

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 new Greater Lansing destination video was designed to inspire and educate meeting professionals to choose Greater Lansing for their next big event. The Greater Lansing Visitor Guide and the lansing.org website are the leading marketing pieces promoting the Capital Region as a travel destination. For questions contact Tracy Padot, VP Marketing Communications at 517-377-1419 or tpadot@lansing.org.

The mission of the Greater Lansing CVB is to positively impact the area's economy by marketing the region as a travel destination.

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