



# NEWS RELEASE

---

For Immediate Release: April 23, 2013

Contact: **Tracy Padot, CTA**  
**Vice President, Marketing Communications**  
**517-377-1419 - [tpadot@lansing.org](mailto:tpadot@lansing.org)**

---

## ***Greater Lansing Convention & Visitors Bureau Recognized For Outstanding PR Efforts***

**LANSING, Mich.** – The Central Michigan Chapter of the Public Relations Society of America (CMPRSA) presented the Greater Lansing Convention & Visitors Bureau (GLCVB) with a Pinnacle Award during the 2013 PACE Awards celebration on Thursday, April 11.

The GLCVB was recognized in the Research category for its Greater Lansing Certified Tourism Ambassador program. The CTA program is part of a nationally recognized certification program where participants take a four-hour class covering topics like customer service and learning more about the attractions, history and resources of their community. (There are 18 CTA programs in 17 states. Greater Lansing was the first destination in Michigan to adopt the program.) Currently there are over 500 Greater Lansing Certified Tourism Ambassadors in the region.

The 2013 PACE Awards, held at the Old Town Marquee, also included the presentation of more than 30 awards to area businesses and partnerships that produced mid-Michigan's best public relations and communications tactics and campaigns in 2012.

Held annually, the CMPRSA PACE Awards are mid-Michigan's highest honor of public relations activities and are awarded to public relations practitioners who, in the judgment of their peers, have successfully addressed a contemporary issue with exemplary professional skill, creativity and resourcefulness. More than 300 organizations have been recognized by the CMPRSA for excellence in public relations over the past two decades from nonprofit organizations, corporations and public and private agencies in Clinton, Eaton, Genesee, Gratiot, Ingham, Jackson, Livingston and Shiawassee counties. Submissions are judged based on quality of research, planning, execution and evaluation.

The 2013 PACE Awards was made possible through the support of area sponsors including Martin Waymire Advocacy Communications; Jackson National; Edge Partnerships; Truscott Rossman; Pace; TechSmith Corp; Michigan Health and Hospital Association; Lambert Edwards & Associates; Marketing Resource Group; Rathbun Public Relations; Rizzi Designs; Web Ascender; Greater Lansing Convention & Visitors Bureau; Trumpie Photography.

**Note:** A full listing of the winners is available on the CMPRSA PACE Awards website, [www.cmprsapaceawards.com](http://www.cmprsapaceawards.com).

*The mission of the Greater Lansing Convention & Visitors Bureau is to positively impact the area's economy by marketing the region as a travel destination.*

