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HSMAI Honors Paducah CVB with a Gold Award in Annual Adrian Awards Competition

The Hospitality Sales & Marketing Association International ([HSMAI](#)) honored Paducah Convention & Visitors Bureau (CVB) with a Gold Adrian Award for public relations excellence for its winning entry in the 59th annual Adrian Awards, the largest and most prestigious global travel marketing competition.

Paducah CVB received the 2015 Gold Adrian Award in the PR Campaign category for outstanding sustained efforts in marketing Paducah as a UNESCO Creative City.

"UNESCO designation has created a valuable hook to generate interest in Paducah's story and share the destination's creative tourism value through media relations," said Laura Oswald, Paducah CVB Marketing Director. "*National Geographic Traveler*, *USA Today*, *Los Angeles Times* and other national and international media outlets have taken note of Paducah through our ongoing media relations campaigns in partnership with Lou Hammond & Associates."

HSMAI paid tribute to Paducah CVB during the annual HSMAI Adrian Awards Gala, a black-tie affair attended by more than 1,000 hospitality, travel and tourism marketing executives at the New York Marriott Marquis on February 16. This year's contest was one of the most competitive in history, garnering more than 1,300 entries from around the world, with entries judged by distinguished executives from all sectors of the industry.

"We are continually amazed by the creativity of the Adrian Award submissions," said Fran Brasseux, HSMAI executive vice president. "We received an incredible number of outstanding Adrian Awards entries this year, and we are excited to recognize so many innovative companies that will undoubtedly continue to make an impact in the hospitality advertising, public relations and digital marketing industry."

Paducah CVB is the official Destination Marketing Organization for Paducah/McCracken County. It exists to create new economic opportunities through destination marketing, management and tourism development. For more information, visit www.Paducah.Travel

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