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## **Greater Raleigh Convention and Visitors Bureau Wins International Davey Award**

**Raleigh, N.C. (November 5, 2010)** – The Greater Raleigh Convention and Visitors Bureau (GRCVB), the official destination marketing organization for Raleigh and Wake County, was awarded a Silver Davey Award from the International Academy of Visual Arts (IAVA). The 2010 Silver Award was awarded for the GRCVB’s ongoing online video gallery project in conjunction with Raleigh-based Triangle Blvd, LLC. The Davey Awards honors the finest creative work from the best small firms, agencies and companies worldwide.

The online video gallery, which is easily accessed through [video.visitraleigh.com](http://video.visitraleigh.com), highlights area attractions, sporting venues, hotels, dining and shopping and helps visitors to experience the visit Raleigh brand in an engaging and personal way. To date, 72 videos have been produced.

“We created the video gallery because we believe in the power of online video in destination marketing to visitors,” said Jonathan Freeze, director of marketing for the GRCVB. “The online videos let visitors develop interest in and, in a sense, try what Greater Raleigh has to offer before booking their trips. “

The Davey Awards is judged and overseen by the IAVA, a 200+ member organization of leading professionals from various disciplines of the visual arts dedicated to embracing progress and the evolving nature of traditional and interactive media. The 2010 Davey Awards received over 4,000 entries from ad agencies, interactive agencies, production firms, in-house creative professionals, graphic designers, design firms and public relations firms.

*The Greater Raleigh Convention and Visitors Bureau, as the official destination marketing organization of Raleigh and Wake County, accelerates sustainable growth and development by increasing visitor and convention business. Through its website, VisitRaleigh.com and other tools, the GRCVB assists visitors in a variety of ways.*