



FOR IMMEDIATE RELEASE

October 7, 2013

SARATOGA CHOWDERFEST WINS 2013 MARKETING AWARD!

American Marketing Association's NY Chapter People's Choice Award

SARATOGA SPRINGS, N.Y. – On Wednesday, October 2, the Saratoga Convention & Tourism Bureau accepted the 2013 American Marketing Association/NY Capital Region Chapter's People's Choice Award at the annual Mark of Excellence Awards Dinner for the 15th Anniversary campaign of Chowderfest!

Saratoga's Chowderfest, the 15th Anniversary this past year, has grown tremendously in the last 4 years from an estimated 8500 people & 43 chowder participants downtown in 2009 to over 25,000 people & 73 chowder participants county-wide this past year. It's fulfilled, and surpassed, its goal to bring business to Saratoga's restaurants, bars, retailers & hotels during a traditional shoulder period. The Saratoga Convention & Tourism Bureau has grown this event with the help & support from many partners, including; the City of Saratoga Springs, the Saratoga Springs City Center, the Saratoga Springs Visitors Center, our many media partners, volunteers and many, many more.

"We are certainly thrilled with this recognition", said Todd Garofano, president of the Saratoga Convention & Tourism Bureau. "This is truly a community event, one that continues to grow and get better each year. Our staff works tirelessly to organize Chowderfest but it takes the entire community working together to pull it off. We are truly appreciative of all of our partners and volunteers and we share this recognition with all of them."

For 2014 Winterfest and Chowderfest information, please visit www.discoversaratoga.org/chowderfest. If you'd like to how your support and become a sponsor, please call or email Connie Crudo, Membership Sales and Service Manager.

Contact:

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The mission of the Saratoga Convention and Tourism Bureau is to market and promote Saratoga Springs and Saratoga County as a world-class destination for meetings, conventions and special events. For information on how to schedule or plan a meeting, conference, convention, wedding, sports tournament of special event in Saratoga, visit the Saratoga Convention and Tourism Bureau's website at www.discoversaratoga.org.

Saratoga Convention & Tourism Bureau