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FOR IMMEDIATE RELEASE

August 7, 2018

Discover Albany wins \$50,000 in digital marketing services

Advance Media awards Albany County tourism bureau marketing services to sell destination

Albany, NY – Discover Albany is proud to announce that it has won the Advance Media New York's \$50,000 in Digital Marketing Services contest. The contest was open to companies in Upstate New York looking to grow their digital marketing program.

"The award is perfect for us because we just launched our new brand and website in late 2017, and \$50,000 will really help us make a splash in 2018," says Jill Delaney, President and CEO of Discover Albany.

Michele Sardinia, Vice President of Digital Solutions for Advance Media New York says "Our team is excited to be Discover Albany's print and digital marketing partner. We're a great match for each other because our passion is working with companies who, like us, call Upstate New York home -- and reach out to new customers across the country and around the world."

Each year, Discover Albany attracts visitors to Albany through print and digital advertising. The bureau also reaches new customers through media outreach, designed to highlight the destination and its attractions. Finally, the bureau works with regional partners to market the county as part of the wider destination of the Capital-Saratoga Region and the Hudson Valley. The \$50,000 award will be used by Discover Albany to identify new audiences and enhance its content marketing strategy.

The prize will be celebrated on September 18, 2018 at a partner launch event at the Discover Albany Visitors Center. Discover Albany will invite partners, stakeholders, and community leaders to the event to help celebrate the win, and what it means for the destination.

"Tourism has a big economic impact on our county. We know that this award will help put a spotlight on this destination, and draw even more visitors here, which in turn means more local jobs and more tax revenue," says Delaney. Last year, tourists spent \$970 million in Albany County and created nearly 16,000 jobs.

About the ACCVB

The Albany County Convention & Visitors Bureau, Inc. was established in 1976 to promote the civic and commercial progress of the community through increased development of conventions and tourism. ACCVB currently represents more than 300 member businesses and assists each year in hundreds of regional meetings. ACCVB also operates the Albany Heritage Area Visitors Center, Henry Hudson Planetarium, and the Albany International Airport Information Center. For more information, call 518-434-1217 or 800-258-3582 or visit www.albany.org.

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