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Discover Peoria's Website Wins Two Awards for Marketing and Communications

The Discover Peoria website was honored with a Gold AVA Digital Award and a Communicator Awards of Excellence.

Peoria, IL- The Peoria Area Convention and Visitors Bureau (Discover Peoria) is proud to announce that Discover Peoria's website has won a **Gold AVA Digital Award** and a **Communicator Awards of Excellence**.

The **AVA Digital Awards** is an international competition that recognizes excellence by creative professionals responsible for the planning, concept, direction, design and production of digital communication and **Discover Peoria** was awarded a **Gold AVA Digital Award** in the category of **Travel Website**. The AVA Digital Awards are sponsored and judged by the **Association of Marketing and Communication Professionals** with about 6,000 print and digital entries submitted from dozens of countries.

The 27th annual **Communicator Awards**, where winners are awarded for big ideas in marketing and communications that exceed industry standards in quality and achievement, awarded Discover Peoria with the **Communicator Awards of Excellence** in the category of **Tourism for Websites**. Awards were announced by the **Academy of Interactive and Visual Arts** with over 6,000 entries received from across the US and around the world.

"Our goal when creating our new website was to make sure it was inspirational, user-friendly and captured the beauty of the central Illinois region," said J.D. Dalfonso, President/CEO of Discover Peoria. "To see our efforts recognized on a national level is incredible and shows how impactful working hand-in-hand with a global and industry leader in tourism websites (Simpleview) is and continues to be."

In September 2020 Discover Peoria launched a fully redesigned website with industry leader, Simpleview, that aligned with the company's rebrand that took place in July 2020.

With an emphasis on storytelling, a comprehensive calendar of events and community engagement, the Discover Peoria website has become an informational hub for Discover Peoria and the central Illinois community to utilize and where all marketing materials point prospective visitors and residents to get more information on the region's communities.

"It has been so exciting to see the recognition that the collaborative work between our teams has received," said **Travis Yewell, Associate Creative Director of Simpleview**. "The clear vision and insight from the Discover Peoria team were so informative in our process and I believe it shows in the work. The industrial neue vintage aesthetic that we created came out so unique yet so indicative of the area. We are extraordinarily proud of what we were able to create together and look forward to seeing this brand and website serve as a platform to continue to grow the tourism economy in the Greater Peoria area."

AVA Digital Awards

AVA Digital Awards is sponsored and judged by the Association of Marketing and Communication Professionals (AMCP). The international organization consists of several thousand productions, marketing, communication, advertising, public relations, and freelance professionals. AMCP administers recognition programs; provides judges and rewards outstanding achievement and service to the profession. As part of its mission, AMCP fosters and supports the efforts of creative professionals who contribute their unique talents to public service and charitable organizations.

The Communicator Awards

The Communicator Awards is the leading international awards program honoring creative excellence for marketing and communications professionals. Founded by passionate communications professionals over two decades ago, The Communicator Awards is an annual competition honoring the best digital, mobile, audio, video, and social content the industry has to offer. The Communicator Awards are judged and curated by the Academy of Interactive and Visual Arts (AIVA). The AIVA is an assembly of leading professionals from various visual arts disciplines dedicated to embracing progress and the evolving nature of traditional and interactive media. See aiva.org for more information.

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