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EXPLORE BOONE WINS SIX COVETED AWARDS IN THE 45th ANNUAL TELLY AWARDS

The TDA's video and television initiatives were recognized among a record-breaking number of entries.

BOONE, N.C. (May 31, 2024) – The Telly Awards announced the winners of its 45th Annual Telly Awards this month, with the Watauga County and Boone Tourism Development Authorities (Explore Boone) receiving six awards. This was a record-breaking year with nearly 13,000 entries from across the globe and top video and television content producers.

The accolades mark a significant achievement in the organization's continued efforts to champion and increase awareness of the destination's pristine natural landscapes, charm and awe-inspiring adventure for all ages, interests and abilities.

"We are proud not only to see the collective efforts of our staff and vendors recognized, but to continue to find creative ways to amplify all that this region has to offer," said Wright Tilley, Executive Director of the Watauga County and Boone Tourism Development Authorities. "Our community, tourism partners and destination make it that much easier to captivate the hearts of residents and visitors."

Inspired by its motto, Inspiring Awe Since 1849™, Boone's Awe-Inspiring Commercial Campaign received the following recognitions:

- Silver Telly Winner in Promotional Video - Editing
- Silver Telly Winner in Promotional Video - Videography & Cinematography
- Silver Telly Winner in Promotional Video - Voiceover & Narration
- Silver Telly Winner in Promotional Video - Travel & Tourism
- Bronze Telly Winner in Promotional Video - Branding

Additionally, Boone's episode of "A Taste of History" received a Bronze Telly in the Television – Food & Beverage category. Aired in 2023, the episode features Chef Walter Staib as he tries his hand at fly-fishing and connects with modern pioneers shaping the region's food culture.

The Telly Awards honors excellence in video and television across all screens and is judged by leaders from video platforms, television, streaming networks and production companies. Boone

joins winners including Adobe, Calvin Klein, ESPN, NASA, the LA Clippers (NBA), PlayStation Studios and more.

To learn more about the recognition, visit www.tellyawards.com.

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About Explore Boone

Explore Boone is the Watauga County District U Tourism Development Authority (WCTDA), a local tourism development authority authorized by the state (North Carolina) and local government (Watauga County) to promote travel, tourism, and corporate travel, sponsor tourist-related events, and activities, and finance tourism-related capital projects in District U. District U is defined as the unincorporated areas of Watauga County, North Carolina. Boone is the seat of Watauga County, which also encompasses the towns of Blowing Rock and Seven Devils, and the communities of Deep Gap, Foscoe, Meat Camp, Sugar Grove, Valle Crucis, and Zionville, as well as portions of the Banner Elk and Beech Mountain communities. As a true business center and popular dining and shopping destination, Boone is known as “the Heart of the High Country.” The town is named for the explorer, Daniel Boone, who lived nearby during the mid-1700s before blazing the famous trail into Kentucky. For more information, visit www.exploreboone.com.