

FOR IMMEDIATE RELEASE

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Media Contact Information:

Frank Johnson

Director@VisitGilroy.com

VISIT GILROY WINS PLATINUM MARCOM HONOR FOR DESTINATION VIDEO CAMPAIGN

GILROY, California — Visit Gilroy (<https://visitgilroy.com/>) has been awarded a Platinum MarCom Award in the Advertising/Marketing category for its 30-second destination video campaign, recognizing excellence in creative marketing and communications.

Developed in partnership with Verdin Marketing, the award-winning video captures the eclectic spirit of Gilroy through a fast-paced, experience-forward lens. The campaign features scenes from local wineries, agritourism and farmstands, a diverse and flavor-packed food scene, Gilroy's walkable downtown, and family fun at Gilroy Gardens Family Theme Park. The video was used across Visit Gilroy's social media channels and digital advertising platforms to inspire travel and showcase the city's personality.

"We wanted to tell Gilroy's story in a way that feels real, energetic, and welcoming," said Frank Johnson, Executive Director of Visit Gilroy. "This video highlights the variety of experiences visitors can enjoy here, from great food and wine to family attractions and a fun downtown craft beer scene. Receiving a Platinum MarCom Award is a meaningful recognition of that work."

The MarCom Awards are among the largest and most respected creative competitions in the world, recognizing outstanding achievement in marketing and communications. The 2025 competition received more than 6,000 entries from across the United States, Canada, and 41 other countries, with winners selected by industry professionals across over 300 categories spanning print, web, video, and strategic communications.

Platinum honors represent the highest level of achievement in the competition, placing Visit Gilroy's campaign alongside work from leading agencies, organizations, and brands worldwide.

"This recognition reinforces the strength of Gilroy's brand and the momentum we're building as a destination," Johnson added. "We're proud to share our community's story in a way that resonates both locally and globally."

For more information about Visit Gilroy, visit visitgilroy.com. View the award-winning video on YouTube at <https://www.youtube.com/watch?v=kuJOa6prlaM>.

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About Visit Gilroy

Visit Gilroy (<https://visitgilroy.com/>) is a nonprofit destination marketing organization dedicated to promoting Gilroy as a premier tourist destination. Operating the California Welcome Center Gilroy, located within the Gilroy Premium Outlets, Visit Gilroy serves as a centralized source of local knowledge and information for visitors, residents, travel agents and media. The organization enhances the image and economic well-being of the City of Gilroy by taking a leadership role in promoting, marketing and facilitating the enjoyment of the entire Gilroy region through regional partnerships as a viable day and overnight visitor destination to generate revenue, jobs and taxes.

