



For Immediate Release
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GREATER RALEIGH CONVENTION AND VISITORS BUREAU WINS FOUR TOP TOURISM MARKETING AWARDS

Raleigh, NC– The Greater Raleigh Convention and Visitors Bureau (GRCVB), the official destination marketing organization for Raleigh and Wake County, was awarded four top tourism awards at the Destination Marketing Association of North Carolina’s (DMANC) Tourism Leadership Conference. The event was held in Concord, NC on September 22. Since 2000, the GRCVB has received 37 awards from DMANC.

The GRCVB received two Platinum Awards. One award in the **Destination Constituents Communications - e-Newsletter** category for the Convention and Sports Group Alert, a monthly e-newsletter which informs local hospitality partners about conventions and sporting events which are occurring in the upcoming month. The GRCVB was awarded a second Platinum Award in the **Destination Marketing Initiatives- Other Initiatives** category for the Greater Raleigh Video Gallery.

In addition to two Platinum Awards, the GRCVB was also recognized with two Gold Awards for their Destination Publications. The 2010 visitRaleigh Official Visitors Guide was recognized in the **Best Destination Publication** category, and the 2011 Official Meeting Planners Guide was recognized in the **Destination Publication Niche Marketing Piece** category.

“These four awards are a great honor for our organization, including the staff which worked tirelessly on these projects,” said Denny Edwards, president and CEO of the Greater Raleigh Convention and Visitors Bureau.

As North Carolina’s only resource for in-state destination marketing organizations, the Destination Marketing Association of North Carolina is dedicated to improving the effectiveness of tourism professionals in over 40 North Carolina communities. The organization provides leading-edge educational resources, networking opportunities, marketing benefits and legislative advocacy for the benefit of North Carolina’s tourism economy.

The Greater Raleigh Convention & Visitors Bureau, as the official destination marketing organization of Raleigh and Wake County, accelerates sustainable economic growth and development by increasing visitor and convention business.

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