



**For Immediate Release:  
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## **City of The Colony News Release**

### **The Colony, TX – August 16, 2010**

#### **The Colony Wins First Place in State Competition**

The Colony Convention and Visitors Bureau (CVB) received a first place award for their Web site during the annual Texas Association of Convention and Visitors Bureaus (TACVB) Conference held last week in Lubbock, Texas.

The first place award focused on the organization's use of their Web site to promote The Colony as a travel destination. "Winning this prestigious award will be an effective tool in emphasizing that The Colony Convention and Visitors Bureau is on the right track and that more is yet to come," said City Manager, Troy Powell. "We are very proud and excited to be recognized among other top destinations and bureaus in the state."

The Idea Fair is held each year in conjunction with the TACVB Annual Conference to allow convention and visitors bureaus to bring their best ideas, campaigns, projects, and products and share them with other bureaus. These ideas are entered into one of ten different categories some of which include Tourism Promotion, Green Marketing Initiatives and Web sites.

The 250 plus convention delegates and a panel of judges vote for their favorite entries. Entries are judged for originality, cost saving strategies, eye appeal and methods of implementation within three overall budget categories. The Colony falls into the first category, under \$350,000.

"We're seeing immediate benefits from our efforts to market our city online and we continue to work diligently to create materials to establish a strong and recognizable presence among the tourism industry," stated CVB Coordinator, Christie Copling.

Communications Director, Diane Baxter and Christie Copling both attended the weeklong conference. They are currently pursuing the Texas Destination Marketing Certification program which offers industry professionals an education framework for marketing Texas as a destination for both Tourism and group business. Credits are received by attending educational sessions offered by TACVB as well as other tourism associations.

**About the TACVB:** The Texas Association of Convention & Visitor Bureaus was organized in 1972 for the purpose of providing cooperative action to enhance and encourage the growth of the convention and visitor industry in Texas. Through the Texas convention & visitor bureaus they identify and promote cultural diversity, rich history, hidden treasures, and off-the-beaten-path places of interest across the state along with all the well-known icons that say "Texas" to anyone anywhere.