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FOR IMMEDIATE RELEASE

### **Berea Tourism Commission Wins Traverse Award**

FRANKFORT, KY – The Berea Tourism Commission has received an award for its division in the 2009 Kentucky Tourism Industry Annual Conference Traverse Awards for Excellence in Tourism Marketing competition.

The Berea Tourism Commission was awarded first place for its Berea Proud promotion. The organization received the award Tuesday, October 27 during the Traverse Gala at The Galt House Hotel & Suites in Louisville, Kentucky as part of the 2009 Kentucky Tourism Industry Annual Conference.

Kentucky tourism businesses and marketing organizations vie for awards in 20 separate categories during the annual competition produced by the Kentucky Tourism Council. A panel of out-of-state experts judged 211 entries from across the state for this year's presentation of awards.

Traverse Awards for Excellence in Tourism Marketing are open to Kentucky Tourism Council and Kentucky Hotel & Lodging Association members marketing a tourism product or service in Kentucky. All entries must have been published or distributed within the past year. Each entry is judged for concept, creativity, design and how well it relates to its audience.

The Kentucky Tourism Council is a Frankfort-based state association that represents every segment of Kentucky's tourism industry. The 600-member organization offers continuing education programs, works in the area of governmental relations and provides legislative advocacy for Kentucky's travel industry.

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