

For immediate release:

Frankfort, KY, October 26, 2010

Nicholasville Tourism has received a First Place award in the 2010 Kentucky Tourism Council Traverse Awards for Excellence in Tourism Marketing competition.

Nicholasville Tourism received a first place award Tuesday October 19 during the Traverse Gala held at the Northern Kentucky Convention Center in Covington, Kentucky as part of the 2010 Kentucky Tourism Industry Annual Conference.

Kentucky tourism businesses and marketing organizations vied for awards in 20 separate categories during the annual competition produced by the Kentucky Tourism Council. A panel of out-of-state experts judged over 240 entries from across the state for this year's presentation of awards.

Nicholasville's award was presented in the Specialty Item for Promotion Category for a unique magnetic bookmark that was conceived as a handout item for the Kentucky State Fair. The piece was created for Nicholasville Tourism by graphic designer Jeff McDonald in cooperation with Nicholasville NOW. The item was printed by Integrity Premium Advertising in Wilmore.

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 travel industry. The 640-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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