



ACVB Named Finalist in *PRWeek* Awards Program
-Public relations department competes for Best Nonprofit PR Team-

ATLANTA (Jan. 22, 2007) – Atlanta Convention & Visitors Bureau (ACVB) has been named a finalist in the *PRWeek* Awards 2007 program for excellence in the public relations field in the Best Nonprofit PR Team category. The competition is the industry's highest accolade given annually to the best corporate, non-profit and agency teams as well as the campaigns they produce.

President and CEO of ACVB, Spurgeon Richardson said, "I am very proud of our results-oriented public relations department. I continue to be impressed with the professionalism of the department and the passion, dedication and hard work they show daily."

PRWeek received nearly 700 entries in 32 categories for work done during the last year. Winners will be announced at a gala ceremony to be held at Tavern on the Green in New York City, on March 8.

"The *PRWeek* Awards honor the highest degree of creativity and professionalism in public relations," says *PRWeek* Editor-in-Chief Julia Hood. "The finalists' successes demonstrate why the p.r. industry is thriving, and growing faster than the overall market for advertising and marketing."

In 2006, Atlanta experienced an influx of new tourism product. ACVB's award entry detailed efforts to tell the story of its changing destination and communicate the city's new brand to travel and convention media.

During the award competition entry timeline of October 15, 2005 – October 4, 2006, the department hosted more than 200 media in Atlanta to showcase new openings and the destination's increased appeal.

PRWeek: Launched in the United States in November 1998, *PRWeek* is the first weekly magazine to offer nationwide coverage of the public relations business. As the leading trade magazine for the PR industry, it carries the latest news, in-depth analysis, top columnists, and reviews of campaigns. In addition, *PRWeek* distributes some of the most comprehensive research for PR practitioners including the annual Salary, CEO, Marketing, and Corporate Surveys, as well as key industry sector rankings and regional forums. Daily news updates, as well as the full content of the print edition, can be found at www.prweek.com.

Atlanta Convention & Visitors Bureau: Established in 1913, the ACVB is a private, nonprofit organization created exclusively to market metro Atlanta and Georgia as premier conventions, meetings and leisure destinations in the regional, national and international marketplace and to favorably impact the Atlanta economy through conventions and tourism.

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