

For Immediate Release  
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### City of Joliet Visitors Bureau Wins Three Illinois Governor's Conference Awards for Route 66 Campaign

At the Illinois Governor's Conference on Tourism February 13-14-15, the City of Joliet Visitors Bureau received three (3) state awards in recognition of marketing excellence.

The Joliet Visitors Bureau was awarded best General Brochures for its Joliet Kicks on Route 66 Walking and Driving Tour Brochure. The award is granted to the best printed materials for a destination marketing campaign. The brochure features four color photography and guides visitors through the various Route 66 attractions and sights throughout the city.

The Joliet Visitors Bureau also won best Integrated Marketing Campaign for the 2007 Joliet Kicks-Off on Route 66 special event. The award honors the campaigns for creative product launches utilizing traditional and unique media and promotional elements. The Joliet Kicks-Off on Route 66 event launched the Joliet Kicks on Route 66 campaign in June 2007 with an all day block party on the streets of downtown Joliet.

The Joliet Visitors Bureau also won best Alternate Advertising for the Joliet Kicks on Route 66 directional signage campaign. The award honors posters, billboards, sign programs and outdoor advertising working to promote a tourism destination. The 40 Route 66 directional signs serve as a way to guide motorists to the Route 66 Experience and Welcome Center where they can receive additional information on Joliet attractions.

The 2008 Illinois Governor's Conference on Tourism honored tourism entities in three divisions for nine categories this year, with approximately 300 total entries for the competition. Joliet competed against entries by Elgin Convention and Visitors Bureau, Alton CVB and Galena CVB.

"It is an honor to be recognized with multiple awards by the state of Illinois and our tourism industry peers," stated Ben Benson, Director of the Joliet Visitors Bureau. "Having the city's newest initiative acknowledged multiple times is truly a thrill for our office and the City of Joliet," stated Rebecca Lantka, Marketing and Communications Manager of the Joliet Visitors Bureau. The Joliet Visitors Bureau was formed as a new division of the City of Joliet under the Deputy City Manager's Office, in August 2004 to brand and market Joliet as a tourism destination.

The Joliet Visitors Bureau works to promote the city of Joliet and the attractions of the area. The Joliet Visitors Bureau is the City of Joliet's Official Destination for Tourism Information. For more information on Joliet call 1-877-4-JOLIET or visit [www.visitjoliet.org](http://www.visitjoliet.org).

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\* Photos Available

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