

For Immediate Release
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City of Joliet Visitors Bureau Wins Illinois Governor's Conference Awards

At the Illinois Governor's Conference on Tourism February 7-9, the City of Joliet Visitors Bureau received two (2) state awards in recognition of marketing excellence.

The JVB was awarded best Meeting Kit or Tour Guide for its 2006 Sports Joliet brochure. The brochure is utilized to solicit various sporting events and groups from across the state to come to Joliet. The award recognizes printed materials for destination marketing.

The Joliet Visitors Bureau also won best Audio/Visual Media for the 2006 Joliet commercials featuring Tom Thayer. "We are thrilled to be recognized for the outstanding efforts of these commercials," stated Rebecca Lantka, Marketing & Communications Manager of the Joliet Visitors Bureau, "[and we will] continue to work to exceed these efforts as we plan our 2007 commercial role out." The award recognized the JVB for best advertising broadcast.

The 2007 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. 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.

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* Photos Available

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