

For Immediate Release

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DELAWARE COUNTY CONVENTION & VISITORS BUREAU RECEIVES MARKETING AWARDS

DELAWARE OHIO. The Delaware County Convention & Visitors Bureau received two Ruby Awards presented at the Ohio Travel Association's Conference on Tourism October 12, 2006. Now in its ninth year, the Ruby Awards competition was developed to "Recognize Uncommon Brilliance in Advertising" and honor the most innovative examples of marketing by Ohio tourism entities. Entries were judged on impact, relevance, clarity, creativity, and overall communication of the organization's message. Awards are given in 12 categories. The Convention & Visitors Bureau won first place honors for print advertisements, *Discover the Wild Side of the City*, and for the 2006 Delaware County Visitors Guide.

The Convention & Visitors Bureau also received first place MIDDY Awards for the visitors guide and display advertisement at the fall educational conference held by the Ohio Association of Convention & Visitors Bureaus (OACVB) in September. The MIDDY's are named after the Midwest region of the country and are a competition in destination marketing and tourism development. The MIDDY's recognize participants for excellence in planning, creativity, effectiveness of message, concept, and design.