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FOR IMMEDIATE RELEASE

Frankfort, KY, October 28, 2006 – Newport Aquarium has received eight awards including Best of Show in the Kentucky Tourism Council 2006 Traverse Awards for Excellence In Tourism Marketing competition.

It took “Best of Show” Honors out of more than 200 entries from across the state for its “Two Finger Touch” Marketing Campaign.

The aquarium also received five First Place awards in its division. These are for “Pet Me” Four- Color Print Ad, “Biker Dude” Television Ad, “Sammy the Shark” Television Ad, “Two Finger Touch” Marketing Campaign and “Shark Mobile Specialty Advertising.” In addition, it earned an Honorable Mention for “Shark Central Campaign” Less than 4 color ad.

The awards presentation was held October 24 during an evening gala at the Executive West Hotel in Louisville as part of the Kentucky Tourism Industry Annual Conference.

Traverse Awards are presented annually for the best work in advertising and marketing among Kentucky tourism businesses and marketing organizations. This year, a panel of out-of state experts in tourism marketing judged more than 200 entries from across the state.

The Traverse Awards for Excellence in Tourism Marketing are open to Kentucky Tourism Council and Kentucky Hotel & Lodging Association members offering a tourism product or service in Kentucky. All entries must have been published or distributed within the past year. Each entry is judged on creativity 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 tourism industry. The 575-member organization offers continuing education programs, works in the area of governmental relations and provides legislative advocacy for Kentucky’s travel industry.