



## ALBANY COUNTY CONVENTION & VISITORS BUREAU WINS 1ST PLACE IN MAJOR NORTH AMERICAN TRAVEL MEDIA COMPETITION

Albany, NY - The Albany County Convention & Visitors Bureau (ACCVB) is pleased to announce two wins, including a first place win, from the North American Travel Journalists Association (NATJA) annual awards competition. Winners will be presented with their award at the annual NATJA conference May 11-14, 2010 in Reno, Nevada.

NATJA announced that Albany County Convention & Visitors Bureau won first place for their destination website, [www.albany.org](http://www.albany.org), in the 2009 annual awards competition, in the marketing budget less than \$400,000 category. The Albany website was re-designed in early 2009, by the ACCVB and L&P Media of Troy, to mirror the new look of the Albany, An Amazing Discovery destination brand. The multi-use website acts as an information center for area visitors, residents, press, ACCVB members, and meeting and convention planners.

In addition to the first place win, the ACCVB also received NATJA award recognition through a winning travel article. Travel journalist Linda Fasteson, won a NATJA Award of Merit, in the Historical Travel category for her story, *History on the Hudson*. The story covered the 400 year old history of New York's Hudson Valley and highlighted Hudson Valley locations and attractions including Albany. The Albany County Convention & Visitors Bureau hosted Ms. Fasteson last summer and toured her around the Capital Region as she researched the area.

NATJA Awards competition, now in its 18<sup>th</sup>, year recognizes excellence in travel writing, photojournalism, multimedia platforms, advertising, marketing and public relations for the travel and tourism industry. NATJA received more than 500 submissions from the United States, Canada and the United Kingdom. "Choosing winners was difficult in this year's competition because we received so many creative and well-executed entries in all of the categories," says Helen Hernandez, CEO of the membership organization. For more information about the NATJA or a complete list of 2009 award-winners, visit [www.natja.org](http://www.natja.org).

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