



Renfro Valley Entertainment Center
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FOR IMMEDIATE RELEASE

Renfro Valley Wins Big at Traverse Awards!

Renfro Valley Entertainment Center is very proud and excited to announce the winning of six prestigious KTIA (Kentucky Travel Industry Association) Traverse Awards. On Tuesday, October 18, 2011 at the Traverse Awards Gala in Lexington, KY Renfro Valley's CEO Vicki Kidd, Director of Marketing Craig Barnett and Group/Tour Sales Executive Chris Carosello were on hand to graciously accept the awards.

The Traverse Awards competition honors travel professionals for their talent, creativity and effectiveness in marketing. The competition is open to all KTIA members and Kentucky Hotel/Lodging members. Panels of industry experts, including marketing, public relations and tourism professionals from outside Kentucky, judge all entries. Entries are not judged against other entries in their category. Using a point system and set of predetermined criteria, judges review samples and information provided on Entry Forms to evaluate each entry on its own merit.

The following are the six awards Renfro Valley Entertainment Center was awarded:

- *First Place Winner* – New Website (www.RenfroValley.com)
- *First Place Winner* - 2011 Souvenir Program
- *First Place Winner* – 2011 Rack Brochure
- *Second Place Winner* – Concert Radio Advertisement
- *Second Place Winner* – Television Advertisement
- *Honorable Mention* – Concert Promotional Poster

The new Renfro Valley website was created by Renfro Valley's IT Coordinator Travis Gay. The 2011 Souvenir Program, 2011 Rack Brochure and the Concert Promotional Poster were all created by Renfro Valley's Graphics Designer Ashley Enneking and printed by Welch Printing in Louisville, KY. The Concert Radio Advertisement was created and produced by Brand N Music in Nashville, TN. The Television Advertisement was created and produced by WLEX TV in Lexington, KY.

Renfro Valley's Director of Marketing Craig Barnett said, "This is an extremely high honor for Renfro Valley Entertainment Center. So much hard work went into each of these winning projects and I could not be more proud. I want to especially thank Travis Gay and Ashley Enneking for their vision, creativity and for having an instrumental part in helping make Renfro Valley once again become an entertainment destination."

Renfro Valley Entertainment Center is located at exit 62 off of Interstate 75 and is proudly known as "Kentucky's Country Music Capital!" For information on Renfro Valley please visit www.renfrovalley.com or call 1-800-765-7464. Be sure to "Like" Renfro Valley Entertainment Center on Facebook and follow on Twitter.

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