

CONROE
T E X A S



CONVENTION & VISITORS BUREAU

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Contact:

Sherry Chaney Morgan, Tourism Coordinator
936.522.3500 | smorgan@cityofconroe.org

505 W. Davis St.
Conroe, TX 77301

936.522.3500
1.877.426.6763

fax 936.756.6752
www.PlayInConroe.com

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ConroeAreaTexas

CONROE COVENTION AND VISITOR BUREAU BRINGS HOME TOP STATE AWARD

Conroe CVB's Caching Conroe geocaching campaign was awarded first place honors at the Texas Association of Convention & Visitor Bureaus' annual conference in El Paso, TX on August 8, 2013. 120 cities were represented at the conference. Conroe CVB competed against five other cities of similar size and budgets in the category of Tourism Promotion. The host city organized a judging panel comprised of professionals in the field of advertising to gauge the overall appeal and effectiveness of each of the submitted campaigns in the Ideas Fair. The final winners were established by combining the judge's vote with the popular vote with only first place prizes awarded.

Representing Conroe CVB at the TACVB conference was CVB Manager, Harold Hutcheson. "Caching Conroe would never have launched were it not for the considerable creativity and action of our Tourism Coordinators Jessica Pachal and Sherry Chaney Morgan. For a minimal monetary investment of well under \$100, they were able to combine forces and create this now award winning campaign."

For more information on Caching Conroe and other events happening in the Conroe area, visit www.playinconroe.com

The mission of the Conroe Convention and Visitors Bureau is to create economic growth and enhance economic impact of the City of Conroe by promoting Conroe as a visitor and a corporate travel destination.

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If you would like more information about this topic, or to schedule an interview with the Conroe Convention and Visitors Bureau, call Jessica Pachal at 936.522.3502 or email Jessica Pachal at jpachal@cityofconroe.org.