



FOR IMMEDIATE RELEASE
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Travel Salem Announces Recipients of Annual Absolutely Fabulous Awards

SALEM, Ore. – Travel Salem is proud to announce the recipients of the 2011-12 Absolutely Fabulous Awards presented at their May 17, 2012 Marketing Exchange luncheon.

The annual Ab Fab (Absolutely Fabulous) awards recognize people and organizations in the Salem area (including Marion & Polk counties) that have pushed the envelope and turned ideas upside-down and inside out to capture the best return on their marketing, collaboration, partnerships, innovation and regional strategies! They are Absolutely Fabulous!

The eight Travel Salem Ab Fab awards were presented to:

- Dwane Brenneman – Absolutely Dedicated Award
 - For his dedication to Travel Salem and serving as the Association’s Chair
- BEST WESTERN PLUS Mill Creek Inn – Absolutely 24/7 Award
 - For serving as a Travel Plaza visitor information center for the Salem area
- A.C. Gilbert’s Discovery Village – Absolutely Hands-On Award
 - For their Hands-On approach to supporting children’s education through fun; developing promotions that add to Salem’s vibrant community and quality of life; and working in partnership to attract visitors to the community.
- Jerry Lauzon – Absolutely “OOM-PAPA” Award
 - For his 20+ years as the Mt. Angel Oktoberfest’s volunteer PR & Marketing Director and his ability to bring people together for the good of the community.
- Lancaster Mall – Absolutely Active Award
 - For being active in the community and for the health of area residents (e.g. mall walkers program; serving as a visitor information location; tour & travel trade fair)

- World Beat Festival/Salem Multicultural Institute – Absolutely Global Award
 - For their tireless efforts to support all cultures and celebrate diversity.
- Enchanted Forest – Absolutely Inventive Award
 - For 40+ years of innovation and outstanding creativity that has attracted millions of visitors to the area.
- Nancy Stockdale – Absolutely Fabulous Award
 - For her entrepreneurial spirit; creative thinking and her support of Salem’s cultural community.

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****Travel Salem is a non-profit organization that promotes the greater Salem area as a premier, year-round destination for conventions, events and leisure travelers. Tourism economic impact for the region is \$496 million annually. Travel Salem manages the award-winning Travel Café, the official Salem area destination visitors center located at the historic Grand Hotel building (181 High St. NE, Salem), two I-5 satellite visitor information locations at the BEST WESTERN PLUS Mill Creek Inn (3125 Ryan Dr. SE) and the Red Lion Hotel (3301 Market St. NE), and a full-service travel planning website www.TravelSalem.com.****