



FOR IMMEDIATE RELEASE
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Contact: Kara Kuh
Public Relations Manager
503-581-4325, ext. 24
kkuh@TravelSalem.com

Absolutely Fabulous Awards Luncheon to Recognize Outstanding Tourism Industry Partners

Travel Oregon CEO Todd Davidson to Serve as Keynote Speaker

SALEM— Travel Salem’s fifth annual Absolutely Fabulous Awards luncheon – aka the Ab Fab Awards - will be held Thursday, May 15, from 11:45 a.m. to 1:30 p.m., at the Salem Convention Center, located at 200 Commercial Street SE in Salem. Todd Davidson, Chief Executive Officer at Travel Oregon, will serve as the keynote speaker for this year’s awards luncheon.

The Ab Fab awards recognize tourism industry partners who went above and beyond in 2013 to increase the economic impact of visitors. The award recipients are movers and shakers whose collaboration, innovation, vision, product development and regional strategies are “absolutely fabulous!”

This year’s Ab Fab Awards luncheon is sponsored by Cherriots/Salem-Keizer Transit and the Salem Convention Center. Attendees are encouraged to bring brochures and business cards to promote their business and enter to over \$200 in local goods and services.

The cost to attend the luncheon is \$18 in advance or \$23 at the door. Reservations are required and can be made by calling 503-581-4325, ext. 58, or by mailing a check to Travel Salem Marketing Exchange Luncheon, 181 High St. NE, Salem, OR, 97301. For more information, go to www.travelsalem.com

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****Travel Salem is a non-profit organization that promotes Salem and Marion and Polk counties for leisure tourism and convention and event business. The local annual economic impact of the greater Salem area visitor industry is \$511 million. Travel Salem manages the Official Salem Area Travel Café/Visitors Center located at 181 High St. NE in downtown Salem, two I-5 satellite visitor information locations located at the BEST WESTERN PLUS Mill Creek Inn (3125 Ryan Dr. SE) and the Red Lion Hotel (3301 Market St. NE), and the Official Salem Area Website, www.TravelSalem.com****