



FOR IMMEDIATE RELEASE
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Absolutely Fabulous Awards Luncheon to Recognize Outstanding Tourism Industry Partners

Historian John Ritter to Serve as Keynote Speaker

SALEM— Travel Salem’s sixth annual Absolutely Fabulous Awards luncheon – aka the Ab Fab Awards - will be held Thursday, May 21, from 11:45 a.m. to 1:30 p.m., at the Salem Convention Center (located at 200 Commercial Street SE in Salem). John Ritter, professor and locally renowned historian, will serve as the keynote speaker for the luncheon and will discuss the history of Salem’s underground tunnels and passageways.

The Ab Fab awards recognize tourism industry partners who went above and beyond in 2014 to increase the economic impact of visitors. The award recipients are movers and shakers whose collaboration, innovation and vision are “absolutely fabulous!”

This year’s Ab Fab Awards luncheon is sponsored by Courthouse and the Salem Convention Center. Attendees are encouraged to bring brochures and business cards to promote their businesses and enter for a chance to win door prizes and gift baskets provided by area businesses.

The cost to attend the luncheon is \$18 in advance or \$23 at the door. Reservations are required and can be made online at www.travelsalem.com and clicking on the “Members” drop-down tab or by calling 503-581-4325, ext. 158. 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 \$537 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****