



Convention & Visitors Bureau

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News Release

FOR IMMEDIATE RELEASE

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SAN JOSE CVB AD CAMPAIGN CAPTURES BRONZE

Series Wins HSMIA's "Adrian" Travel-Marketing Prize

SAN JOSE, CALIF. – January 25, 2005 – A recent ad campaign by the San José Convention and Visitors Bureau (SJCVB) was designed to shine a spotlight on the city and its attractions, but it ended up also spotlighting the creativity of its staff. The Hospitality Sales and Marketing Association International (HSMIA) presented the SJCVB with a Bronze-level Adrian Award at its annual banquet in New York City on January 24, 2005.

The award was presented for a series of four advertisements that appeared in 2003 and 2004, each targeting the audience of a specific special event in San José – either the 2003 Silicon Valley Football Classic, the 2004 Rhythmic Gymnastics Olympic Trials, the 2004 Taekwondo Olympic Trials, or the 2004 Comcast San José Jazz Festival presented by Southwest Airlines.

Each advertisement was built around a central, vibrant image that represented the event, accompanied by a simple tagline. For example, the ad targeting attendees of the 2003 Silicon Valley Football Classic showed a referee reclining on the football field, hat pulled over his eyes, accompanied by the tagline "Game over. Now what?"

"This award reaffirms that the SJCVB staff is among the best in the business," said Dan Fenton, President and CEO of the SJCVB. "A great ad campaign is needed to highlight a great destination, and thanks to the staff, the spotlight is on San José."

About The San José Convention & Visitors Bureau (SJCVB)

The San José Convention & Visitors Bureau's (SJCVB) mission is to enhance the image and economic well being of San José by taking the leadership role in marketing San José as a globally recognized destination. The SJCVB offers meeting planners, tour operators, and individual visitors a team of professionals who can assist with their destination planning process from beginning to end. To receive a copy of the Bureau's *Meeting Planning Guide* or *Official Visitors Guide*, please contact the SJCVB at 1.800.SAN.JOSE (1.800.726.5673) or visit <http://www.sanjose.org>.

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