



NEWS RELEASE

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For Immediate Release

CVB to Celebrate National Tourism Week

Grand Forks, ND (May 9, 2008) – The 25th Annual National Tourism Week will be held across the United States May 10 through May 20. The week, sponsored by the Travel Industry Association of America (TIA), is an opportunity to recognize the economic, social and cultural value of tourism. According to TIA, the silver anniversary theme, “Discover Great American Traditions”, encourages travel to American locales and highlights the role that tourism plays in discovering the icons of a destination.

The CVB plans to celebrate by hosting the first-ever Hometown Heroes event on Wednesday, May 14, from 4 to 6 p.m., at the Hilton Garden Inn. Not only will the positive effect tourism has on Greater Grand Forks be discussed, there will also be an awards program honoring local individuals and organizations that play a vital role in this crucial industry. The award categories include: Tourism Innovator of the Year; Event of the Year; Event/Convention Organizer of the Year; Organization/Venue of the Year; and Hospitality Person of the Year.

“National Tourism Week is the perfect opportunity to honor our local tourism advocates”, said Julie Rygg, CVB Executive Director. “With tourism being the second largest industry in the state of North Dakota, it is important to focus on the efforts made by the people who work so diligently to promote Greater Grand Forks.”

For more information about the Hometown Heroes event or National Tourism Week, contact Rygg at 701.746.0444 or julie@visitgrandforks.com.

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