



NEWS RELEASE

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Augusta CVB Wins Internet Advertising Competition Award

Augusta, GA – The Augusta Convention & Visitors Bureau has won an outstanding achievement award in the Web Marketing Association’s (WMA) annual Internet Advertising Competition (IAC). The Augusta Convention & Visitor’s Bureau (ACVB) website, VisitAugusta.com, is proud to have earned the IAC Award for “Outstanding Website,” in an international competition that highlights the best in online advertising over the span of 96 industries.

Created in 1999, the IAC Awards became a front runner in showcasing the best in online advertising and continue to lead the industry. After being broken down into categories, IAC entries are critiqued by pioneers within the internet advertising community on criteria such as creativity, innovation, impact, design, copywriting, use of medium, and memorability.

“We are honored to be a winner of the 2017 IAC Awards,” said Barry White, President and CEO of the ACVB, “particularly because the internet is such an important tool for modern travelers. As the ability for travelers to access cities of interest in real time increases, VisitAugusta.com’s ability to drive and maintain traffic becomes essential to the city’s relevancy.”

VisitAugusta.com encourages both travelers and locals to engage with the many appealing amenities in Augusta’s River Region. Whether site visitors are interested in booking a meeting, planning a day trip, or taking advantage of their own city’s attractions, VisitAugusta.com has been able to aid them in doing so through its attractive, user-friendly interface. By utilizing the social media of trusted, local experts, the ACVB’s website sets itself apart by allowing its residents and visitors to speak for themselves, creating a truly authentic user experience.

About the Web Marketing Association: Founded in Boston in 1997, the Web Marketing Association strives to set high industry standards for internet marketing and corporate web development. Staffed by volunteers, this organization is made up of Internet marketing, advertising, PR and design professionals who share an interest for improving the quality of advertising, marketing and promotion used to attract visitors to corporate websites.

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