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## FOR RELEASE

# Daytona Beach Area CVB Wins Prestigious AAF Daytona Beach Honors

**DAYTONA BEACH, Fla. (March 24, 2016)** – During an awards dinner March 19 at the Embry-Riddle Aeronautical University’s Henderson Building, the American Advertising Federation of Daytona Beach (AdFed,) awarded the Halifax Area Advertising Authority DBA the Daytona Beach Area Convention and Visitors Bureau (CVB) some serious swag.

The CVB received the coveted Enterprise Award, which honors an organization for its overall impact on the advertising industry. “The CVB’s impact is tremendous,” said Dean O’Brien, president of the Daytona Beach Advertising Federation.

“There’s only one Enterprise award given out each year, and this one is definitely well-deserved,” O’Brien added. “The latest study showed that the number of visitors that visited our destination in 2015 – 9.5 million – was the highest in nearly 30 years. Being a destination town, we rely on our CVB and the visitors it brings, and these numbers are huge to our success as an industry. That means more businesses opening, more menus printed, and more commercials being shot. We appreciate the CVB for its efforts in marketing our destination and the effect that marketing has on our businesses, our clients, and our community.”

The organization also scored a Silver ADDY® in the “Cross Platform, Consumer National Campaign” category for its Bike Week/Sturgis Campaign, in which Daytona Beach ran impactful advertising at the Sturgis Rally’s 75<sup>th</sup> event to promote Daytona Beach Bike Week’s 75<sup>th</sup> year, which occurred earlier this month. Responsible for the concept and design were Greg Price, CVB digital services marketing manager, and Shawn Abbatessa, CVB director of market development. The entry has also been selected to move on to the District level to achieve even greater recognition.

CVB Communications Coordinator Tonya West was thrilled to be one of only four individuals to receive the Embark Award, which recognizes leadership in Daytona Beach AdFed. “The Embark Award is presented to a newer member of the AAF Daytona Beach who has stepped up and shown leadership, volunteered time and demonstrated dedication to the

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organization,” said O’Brien. “Recipients are selected by the current AAF President, and Tonya was the perfect fit.”

“It’s an honor to be recognized by my peers at AdFed,” said West. “And I’m even equally pleased to see the CVB receive the Enterprise Award.”

***About the Daytona Beach Area***

The Halifax Area Advertising Authority, dba Daytona Beach Area CVB, is an 11-member board appointed by members of the Volusia County Council who oversee the spending of bed tax funds to market the Daytona Beach area to leisure and business travelers. The Daytona Beach area encompasses Daytona Beach, Daytona Beach Shores, Holly Hill, Ormond Beach, Ormond-By-The-Sea, Ponce Inlet, South Daytona and Wilbur-By-The-Sea. The Daytona Beach area CVB works with area tourism and hospitality-related businesses, non-profit organizations, and event promoters, to represent the area to potential travelers, tour operators, travel agents, meeting planners, and travel media. For destination information, visit [www.DaytonaBeach.com](http://www.DaytonaBeach.com).