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KENTUCKY STATE FAIR BOARD WINS AWARDS IN STATEWIDE COMMUNICATION AND TOURISM COMPETITIONS

LOUISVILLE, KY (October 22, 2015) –The Kentucky State Fair Board received 11 awards for various communications and tourism initiatives at two different award banquets this week.

At the Kentucky Travel Industry Association’s annual Traverse Awards Gala in Bowling Green, KY, the Kentucky State Fair Board received two silver awards for the 2015 Kentucky State Fair marketing campaign and for the 2015 National Farm Machinery Show 50th Anniversary campaign.

In addition, the Fair Board was presented with two bronze awards for the newly designed Kentucky State Fair website and the National Farm Machinery Show website.

At the Louisville International Association of Business Communicators/Bluegrass PRSA Landmarks of Excellence Awards, the Kentucky State Fair Board received two Awards of Excellence in the online communication category for the Kentucky State Fair website and Kentucky State Fair social media implementation.

The Fair Board also received an Award of Merit in the publications category for the Kentucky State Fair Board Annual Report. The Annual Report, which highlights the successes, growth and accomplishments of the Fair Board for 2014, also won two honorable mentions for writing and graphic design.

Honorable mentions were also received for a Kentucky State Fair print ad and the communications program.

The awards recognize outstanding achievement in public relations and has become one of the region’s best showcases of communications talent.

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ABOUT THE KENTUCKY STATE FAIR BOARD

The Kentucky State Fair Board includes gubernatorial appointments, members of university administrations, representatives of associations, and leaders from around the state. The Board operates two properties, the Kentucky Exposition Center and Kentucky International Convention Center. The Kentucky State Fair Board accounts for more than \$482 million annually in economic impact for the community and Commonwealth. The Kentucky State Fair Board is an agency of the Kentucky Tourism, Arts and Heritage Cabinet.