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Media Release

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February 22, 2010

City of Joliet – Visitors Bureau Wins Big! At Illinois Governor’s Conference on Tourism Awards

The City of Joliet – Visitors Bureau was proud to accept a total of four awards for excellence at the 2010 Illinois Governor’s Conference on Tourism held on February 19.

The Visitors Bureau’s 2009 “Play Campaign” received the state wide award for Best Community Wide-Integrated Campaign. “Working with multiple community partners to promote the City of Joliet in this multi-media campaign showcased the ‘many ways to play in Joliet!’” stated Rebecca Barker, Media & Communications Manager for the City of Joliet. The Campaign was funded in part by a grant from the Illinois Bureau of Tourism and community partners throughout the city of Joliet.

The JVB also won for Best Visitors Guide for the 2009 “Play Campaign” themed Joliet Visitors Magazine. The successful magazine featured late night talk show host Craig Ferguson on the cover and was reported to “fly off the racks” at area Tourist Information Centers and attractions throughout the city.

The 2009 Joliet “Play Campaign” Television Commercials also won for Best Electronic Media. The commercials featuring various celebrity endorsements from Lyle Lovett to the Flying Elvi aired throughout 2009 inviting people to Joliet with the tag line, “I Played in Joliet ... You Should Too! ... Come Play with Us!”

Lastly, Joliet received one of three “Quantum Leap” awards given specifically by Jan Kostner, Deputy Director of the Illinois Bureau of Tourism, for the Old Joliet Prison Park. The award was given for the extreme “leap” of inventiveness and creativity in today’s tourism industry. The Old Joliet Prison Park is located outside the Collins Street Prison and showcases the prison’s history, film industry fame and architecture through informational four color kiosks, signage and more! “It’s an honor to be recognized for Joliet’s efforts at the Old Joliet Prison,” stated Barker, “we worked very hard to create an interesting attraction for the city.”

The City of Joliet is the fourth largest city in the state of Illinois, located just 45 miles southwest of Chicago’s Loop. Home to over 152,000 residents, in addition to thriving businesses and attractions, the City of Joliet is easily accessible by rail, auto and bus transit. A perfect place to live, work and play, Joliet is constantly striving to promote growth and diversity. For more information on Joliet visit www.visitjoliet.org or call 815.724.4000.

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