



FOR IMMEDIATE RELEASE

May 6, 2010

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**Absolutely Fabulous Awards Luncheon to Recognize
Outstanding Tourism Industry Partners**

SALEM, ORE. — Travel Salem's Marketing Exchange Luncheon just got a bit more...fabulous. The inaugural Absolutely Fabulous Awards Luncheon will be held on Thursday, May 20, 2010 from 11:45 a.m. to 1:15 p.m. at Willamette Valley Vineyards (8800 Enchanted Way SE, Turner).

The "Ab Fab" awards recognize tourism industry partners who have gone above and beyond in 2009-10 to increase the economic impact of visitors. These award recipients have pushed the envelope; they are "traditional" rule breakers; they have turned ideas upside-down and inside-out to get the maximum return from marketing, collaboration and partnerships, innovation, vision, awareness, environmental initiatives, product development and regional strategies. They are Absolutely Fabulous!

This year's awards will feature the shockingly funny antics of On Your Feet, an out-of-the-box consulting firm. On Your Feet uses improvisation and other experiential techniques to help organizations create, relate and communicate...all while having a ridiculously good time.

Enjoy the ambiance of Willamette Valley Vineyards while networking and celebrating National Tourism Month. The \$496 million generated by visitors each year to the Salem area along with 5,600 jobs is significant and worth commemorating!

In the Spotlight Photobooth will be on hand to capture the fun with a Gold Pioneer photo opportunity, and Woodburn Company Stores has provided \$300 in shopping gift cards for several fortunate winners in a premier drawing giveaway.

As part of Travel Salem's "Absolutely Giving Back" program, attendees are encouraged to bring canned or non-perishable food items to this event. Travel Salem will donate the contributions in a timely manner to various local charities or aid organizations.

Those interested in attending this "Absolutely Fabulous" luncheon should contact Travel Salem at 503-581-4325, ext. 58 to reserve a seat! RSVPs and prepayment of \$18 is required if purchased by May 14 / \$23 at the door with limited seating available.

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****Travel Salem is a non-profit organization that promotes Salem and Marion and Polk counties for leisure tourism and convention and event business. The local annual economic impact of the greater Salem area visitor industry is \$496 million. Travel Salem manages the Official Salem Area Travel Café/Visitors Center located at the historic Grand Hotel building (181 High St. NE, Salem), two I-5 satellite visitor information locations located at the Best Western Mill Creek Inn (3125 Ryan Dr. SE) and the Red Lion Hotel (3301 Market St. NE), and the Official Salem Area Website www.TravelSalem.com****