

Ohio Travel Association recognizes *the Wilds* for creative excellence

CUMBERLAND, OH (October 24, 2007) – *The Wilds*, one of the largest and most innovative wildlife conservation centers in the world, located in Cumberland, Ohio, was recently recognized by the Ohio Travel Association (OTA) for its creative excellence in promoting tourism.

A 2007 print ad series for *the Wilds* received a Ruby Award for Best Print Campaign in the large operating budget category.

“The look and design of our print campaign was created by our agency of record, Stonewall Marketing in Marietta, Ohio,” *the Wilds* Marketing & Communications Officer Toni Kellar said. “We are proud that this work was recognized in the competition that included all the large tourism attractions and major market destinations in the state.”

The 10th annual Ruby Awards were presented October 18 during OTA’s annual conference on tourism in Sandusky, Ohio. The awards, which “Recognize Uncommon Brilliance,” honor the most innovative examples of marketing by Ohio tourism entities. Entries are judged based on impact, relevance, clarity, creativity and overall communication of the organization’s message.

“We appreciate the recognition by the Ohio Travel Association and its nearly 700 industry members for *the Wilds*’ creative work and marketing efforts,” Kellar said.

The mission of *the Wilds* is to advance conservation through science, education, and personal experience. For more information, visit www.thewilds.org.

