



## **NEWS RELEASE**

FOR IMMEDIATE RELEASE  
627 Wheeling Ave | Cambridge, OH  
800-933-5480 | [www.VisitGuernseyCounty.com](http://www.VisitGuernseyCounty.com)  
**CONTACT: Debbie Robinson**

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### **Cambridge/Guernsey County VCB's Digital Advertising Campaign Recognized as One of Ohio's Best**

CAMBRIDGE, OHIO (Nov. 7, 2017) – The Cambridge/Guernsey County Visitors & Convention Bureau was recognized with a RUBY (Recognizing Uncommon Brilliance) Award in its budget division during the Ohio Travel Association's annual conference on travel November 1 in Akron, Ohio.

The bureau received first place honors for its digital advertising campaign, "Jump into Summer." In addition, the VCB brought home a Citation of Excellence award for its 2016 Dickens Victorian Village television commercial.

The Ohio Travel Association (OTA) received dozens of entries submitted by convention and visitor bureaus, tourist attractions and lodging facilities from throughout the state.

Now in their 20th year, the Ruby Awards, which "Recognize Uncommon Brilliance," honor the most innovative examples of marketing by Ohio tourism entities each year. Entries were judged based on impact, relevance, clarity, creativity and overall communication of the organization's message.

"We're thrilled to receive this recognition from our industry peers," said Debbie Robinson, Cambridge/Guernsey County VCB executive director. "The Ruby Awards are the pinnacle of marketing success within Ohio's tourism industry, and we couldn't be more pleased with this honor."

Founded in 1976, the Ohio Travel Association is the largest travel and tourism trade association in Ohio. OTA's nearly 700 members include hotels, restaurants, attractions, convention and visitors bureaus and tour companies.

For additional information regarding Cambridge/Guernsey County log onto [VisitGuernseyCounty.com](http://VisitGuernseyCounty.com).

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