



Alabama Tourism Department

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NEWS RELEASE

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Christine Elmore Receives Tourism's Rising Star Award

2010 Alabama Governor's Conference on Tourism Awards

Montgomery, Ala. — Christine Elmore, Communications Director for the Dothan Area Convention and Visitors Bureau (CVB), has been named the 2010 Rising Star by the Alabama Tourism Department. The award was presented at a black-tie ceremony Tuesday, August 17, at the Renaissance Hotel and Spa in Montgomery.

"Christy has taken the Dothan CVB by storm. She has revamped our communications with new ad campaigns, launched a new website and created a new brochure just to name of few of her accomplishments," said Bob Hendrix, CVB President.

Elmore became the Communications Director for the Dothan CVB in 2008. She leads group tours of the Downtown Murals, is a board member of the Dothan chapter of the American Advertising Federation and consults with attractions on social media.

"Tourism impacts everyone in a community, no matter how large or small. I believe that when a person calls, emails, or visits a destination's website, they should feel a personal connection with those in the tourism industry," said Elmore. "I look forward to continuing my service with the Dothan CVB, and hope to utilize more forms of communication to interest those who live in and visit our area."

The Rising Star award presented is among 14 for 2010 that comprise the Alabama Tourism Awards. The awards were first presented in 1998 and honor outstanding achievements in the state's tourism industry. Each award winner is recognized as a key player in making tourism a strong economic force. Tourism contributed \$9.3 billion to Alabama's economy in 2009; supported 162,000 jobs statewide and an estimated 21 million people visited the state last year.

The Alabama Tourism Department coordinates the awards program. The 14 winners are as follows:

Lifetime Achievement Award—Dr. David Bronner, CEO Retirement Systems of Alabama *

Presented Monday, August 16

Government Advocate Award—Montgomery Mayor Todd Strange

Media Advocate Award—Lynn and Milton Fullman

Governor's Tourism Award—James W. Rane Sr., CEO Great Southern Wood, Abbeville

Organization of the Year—Gulf Shores Orange Beach Tourism

Attraction of the Year—Alabama Music Hall of Fame, Tuscumbia.

Event of the Year—Star Wars exhibit at the U.S. Space & Rocket Center, Huntsville

Tourism Executive of the Year—Patti Culp, Alabama Travel Council

Tourism Employee of the Year—Angie Pierce, Alabama Mountain Lakes Association

Alabama Tourism Department Employee of the Year—Cynthia Flowers

Partnership Award—Elmore County Economic Development Authority

Welcome Center of the Year—Grand Bay

Theme Campaign— City of Valley & Cotton Mills Reunion

Rising Star Award—Christine Elmore, Dothan Convention and Visitors Bureau

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