

City of Bristol Tennessee

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City Recipient of Two Pinnacle Awards

The North East Tennessee Tourism Association's (NETTA) 2010 Pinnacle Awards were presented in Kingsport, Tennessee. The City of Bristol's Department of Community Relations was awarded a Pinnacle Award for the Busk Stop Central program campaign. The entertainment series was created to bring more visitors to downtown Bristol. Performers of all ages were invited to showcase their talents in several downtown locations.

"The program was undertaken with the mindset that Bristol's downtown needed to be always alive with something going on or happening," stated Terrie Talbert, Director of Community Relations for the city. The campaign included brochures, club cards, t-shirts, and website design, etc.

The City was presented with a Pinnacle Merit Award for the State Street Farmers Market public relations campaign. This campaign included light pole banners for downtown, market flags, a market-inspired cookbook, re-useable market totes, and electronic billboard advertising, etc.

This is the fourth Pinnacle Award presented to the city since the Pinnacle Award program's inception.

The awards were bestowed to area individuals, groups, businesses and organizations that significantly contributed to the region's economy through tourism promotion and development.

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