MEDIA RELEASE

City of Temple
Parks and Leisure Services

FOR IMMEDIATE RELEASE

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Temple CVB Pinterest Account Receives International Recognition

(Temple) – Temple Parks and Leisure Services was presented an award for excellence in Marketing by the Learning Resources Network (LERN), an international association in lifelong learning. The award was given to the department at the LERN International Conference in Washington D.C. in November.

Temple Parks and Leisure Services was recognized for setting the example for other programs through its use of Pinterest (www.pinterest.com/TempleCVB) to promote the city and its offerings.

LERN's primary criterion in selecting exemplary programs was the quality of being at the leading edge of the field of lifelong learning. In addition, the following criteria were considered: originality, innovation, appropriateness and adaptability as a model for other programs, replicability, and measurable outcomes. Temple Parks and Leisure Services was selected from a field of more than 100 entries from four countries.

"Pinterest lets our tourism marketing staff share and connect with people around the world. We want people to know that Temple is a great place and there are many interesting things to see and do here. The Pinterest account, *TempleCVB*, was developed by the Temple's Convention and Visitor Bureau Office Assistant, Sennett Farias in February 2012 and has proven to be very successful," said Kristi Sykora, Temple Parks and Leisure Services Marketing Coordinator. "We strive to remain at the forefront of technology and trends to provide another outlet to interact with people about Temple, Texas."

The Temple CVB Pinterest account also won First Place in Advertising from the Texas Association of Convention & Visitors Bureaus at their annual conference in August 2012.

For more information or to connect with the Temple CVB Pinterest account, please visit www.pinterest.com/templecvb or contact Kristi Sykora at 254.298.5586.

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