



For Immediate Release

Contact:

Jenna Mazzocoli
Communications Manager
Oklahoma City Convention & Visitors Bureau
(405) 297-8860
jmazzocoli@visitokc.com

Lacey Lett
Tourism Sr. Communications Manager
The Chickasaw Nation
405-217-5115
lacey.lett@chickasaw.net

National tourism association recognizes Oklahoma City Convention & Visitors Bureau and Chickasaw Country

Partnership honored for collaborative PR efforts for the First Americans Museum grand opening

The Oklahoma City Convention & Visitors Bureau, in partnership with Chickasaw Country won the Destiny Award for Public Relations Campaign at the Educational Seminar for Tourism Organizations (ESTO) in Grand Rapids, Michigan. The joint campaign promoted the opening of the First Americans Museum through national media coverage and generated awareness of cultural attractions and experiences in Oklahoma City and south-central Oklahoma.

"We continue to be grateful for our strong partnership with Chickasaw Country and for this architectural, must-see masterpiece right here in the heart of OKC," said Zac Craig, President of

the OKC CVB. “World-class attractions like the First Americans Museum are catching attention nationally and then leading media and visitors to discover other nearby experiences.”

The Destiny Awards recognize U.S. Travel Association destination members for excellence and creative accomplishments in destination marketing and promotion at the local and regional level; and foster the development of imaginative and innovative destination marketing promotion programs and activities.

With creative coordination between the OKC CVB and Chickasaw Country, both organizations’ resources were maximized, and journalists stayed in Oklahoma for an extended period of time to experience what each destination has to offer. This collaboration provided a variety of editorial angles since these journalists contribute to a variety of media outlets.

“This award demonstrates our commitment to make Chickasaw Country a national and international destination with the help of our great partners at the Oklahoma City Convention & Visitors Bureau,” said Paige Williams Shepherd, the Chickasaw Nation Director of Tourism.

The OKC CVB and Chickasaw Country teams look forward to partnering in the future, most notably for the grand opening of the OKANA Resort & Indoor Waterpark which is expected to open in 2024.

About the Oklahoma City Convention & Visitors Bureau

The Oklahoma City Convention and Visitors Bureau (CVB) is a division of the [Greater Oklahoma City Chamber](#) of Commerce. The CVB is the tourism information source for visitors to and the citizens of Oklahoma City. As the City’s official destination marketing organization, the mission of the CVB is to contribute to the economic well-being of Oklahoma City and its citizens through the solicitation and servicing of conventions and other related group business, to promote the city as a first-class visitor destination, and to enhance Oklahoma City’s name and image.

About Chickasaw Country

Nestled in south-central Oklahoma, [Chickasaw Country](#) is a regional tourism organization representing 13 of Oklahoma’s 77 counties. As the official destination tourism organization, Chickasaw Country includes 7,648 square miles, 11 percent of Oklahoma’s total 68,597 square miles. Chickasaw Country, a division of the Chickasaw Nation, is a tourism source for visitors and communities within the region and promotes destinations, attractions and festivals. Chickasaw Country is a diverse and culturally vested destination, with new adventures and experiences around every corner.