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Official Bakersfield Visitors Guide Wins Statewide Award

BAKERSFIELD, Calif. – The Official Bakersfield Visitors Guide is already 50 pages of fun and now it is an award-winning publication. The California Association for Local Economic Development (CALED) has recognized the Official Bakersfield Visitors Guide with its 2014 Award of Merit.

Each year, CALED's Awards of Excellence program brings statewide recognition to those projects and programs developed during the previous year that have made significant contributions to the field of economic development. The Official Bakersfield Visitors Guide was recognized in the Economic Development Promotions Category.

"Since it was published last year, the Official Visitors Guide has been in demand by visitors, hotels, local attractions, and RV parks as an effective tool to promote Bakersfield," said CVB Manager David Lyman. "This award from CALED brings Bakersfield even more positive recognition as a visitor destination."

The category Economic Development Promotions in CALED's Awards of Excellence program recognizes outstanding efforts and achievements in economic development advertising, marketing and promotion during 2013. The emphasis is on effective public relations and comprehensive ongoing business development campaigns that utilize special web sites, print or broadcast media, collateral material, video or personal contact efforts.

Copies of the award-winning Official Bakersfield Visitors Guide are available at the Visitor Information Center at 515 Truxtun Avenue in front of the Amtrak station. It also is available in digital book form online at www.VisitBakersfield.com.

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