

Press Release

Springfield Convention & Visitors Bureau

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Springfield CVB Receives Award for Website

Springfield, Mo. – The Springfield Convention & Visitors Bureau received notification that its website was given a 2011 W³ Award from the International Academy of the Visual Arts.

The W³ Awards honor outstanding websites, web marketing, web video and mobile apps. More than 3,000 entries were submitted worldwide.

The CVB's website - www.SpringfieldMO.org - received a silver award for "visual appeal." The site, launched in March, was developed by Kansas City based-MMG Worldwide.

Laura Whisler, CVB marketing director, said the visual appeal is partly due to the great photos provided by businesses that advertise on the website. The variety and quality of images adds to the visual experience website users have when seeking information about Springfield and provides a glimpse into Springfield's attractions, restaurants, hotels, etc. that can't be conveyed with text.

The bureau is constantly updating the site and adding new images to keep it fresh. A photo shoot at several Springfield locations was recently completed, in fact, and even more images will be added to the site soon.

"We are so pleased with our new website and know it presents a positive impression of Springfield as a travel destination," Whisler said. "Having an outside organization give us an award for the site is an honor."

This marks the second W³ Award for the CVB, which received a silver award in 2010 for its mobile application for smart phones available at www.VisitSpringfield.mobi.

For more information about the W³ Awards, visit www.w3award.com, email The W³ Awards at info@w3award.com or call 212-675-3555.

The CVB is a nonprofit organization serving as the primary marketing agency encouraging travel to Springfield. The bureau implements a variety of marketing programs including maintaining a comprehensive website and mobile app, advertising, sales programs that bring conventions and other group events to the city, operating three tourist information centers, etc.

For more information about the CVB, call 417-881-5300 or 800-678-8767.

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