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Contact: Patricia Eltman, Director  
Maine Office of Tourism  
207-624-7483; Pat.Eltman@maine.gov

**H SMAI HONORS MAINE OFFICE OF TOURISM WITH A PLATINUM AWARD IN ITS  
2009 ADRIAN AWARDS COMPETITION**

*Winners Honored at Adrian Awards Gala in New York City*

AUGUSTA, Maine - The Hospitality Sales & Marketing Association International (H SMAI) recognized the Maine Office of Tourism and Swardlick Marketing Group with a Platinum Adrian Award for advertising excellence for its winning entry in the 53<sup>rd</sup> annual Adrian Awards Competition, the largest and most prestigious travel marketing competition globally.

H SMAI paid tribute to the winners during the 20<sup>th</sup> annual H SMAI Adrian Awards Gala attended by top agency, hospitality, travel and tourism marketing executives, on Feb. 1, 2010 in New York City.

The winning entry was the Maine Office of Tourism's "Summertime Was Made for Maine" television ad developed by Swardlick Marketing Group of Portland. The ad aired last spring and summer in the Greater Boston and New York markets.

"I am very proud of the work that went into the entire ad campaign. This recognition distinguishes Maine as a prominent force in travel and tourism marketing," said Patricia Eltman, director of the Maine Office of Tourism.

Other platinum winners included Las Vegas Convention and Visitors Authority, Marriott International, Newfoundland and Labrador Tourism and the San Diego Zoo.

This year's contest attracted nearly 1,100 entries from around the world, with entries judged by top executives from all sectors of the industry. Only 20 Platinum awards were given out.

"The entries we received this year showcased the high level of creativity, innovation and aptitude from travel-related industry and agency professionals," said Fran Brasseur, executive vice president of H SMAI. "The Adrian Award winners wowed the judges with thought-provoking entries that generated strong ROI, and the Platinum winners are the "best of the best."

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