



Press Release  
For Immediate Release

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## Brice & Associates PR Honored by California Travel & Tourism Commission

- Best in Southern California and second in the entire state, is how the 2009 Tourism Marketing Excellence Awards Program positioned Brice's cooperative PR effort with the Anza-Borrego Foundation.

**Sacramento** (25 June 2009) – San Diego-based public relations firm Brice & Associates was honored by the California Travel & Tourism Commission for creating one of California's two most successful tourism-PR efforts. The finalists in the Commission's 2009 Tourism Marketing Excellence Awards were announced at the 27<sup>th</sup> Annual California Conference on Tourism in Newport Beach.

In the "Best Public Relations Campaign," the Commission selected two finalists: Brice's cooperative effort with the Anza-Borrego Foundation and California Academy of Sciences: "New York press launch for the new CA Academy of Sciences."

After the voting by conference attendees, Brice & Associates placed second in the state behind the PR project for the Renzo Piano-designed academy, which opened last September in Golden Gate Park – after 10 years of careful planning and a budget of \$500 million. Brice's work was for the non-profit foundation and a small Borrego Springs resort. (<http://www.calacademy.org/academy/building/>)

"It is very motivating and exciting to have Brice & Associates' work honored by travel marketing experts in California, the most successful travel destination in the United States," said John Brice, agency founder.

While Brice & Associates rarely enters awards programs, rather choosing to focus on delivering more results for clients, in 1996, a Brice & Associates public relations campaign for the Anza-Borrego Desert region captured a Silver Bell award, finishing just ahead of the New York City's Convention & Visitors Bureau's submission and just behind the Rio de Janeiro Convention & Visitors Bureau in the 6<sup>th</sup> annual Hospitality Sales & Marketing Association International's Adrian and Golden Bell Awards.

Since 1986, San Diego-based Brice & Associates has consistently helped increase revenues for its clients by delivering positive editorial coverage that raises awareness for clients' brands, products and services. Editorial coverage is online, in print and on broadcast media, including the outlets noted below. These positive editorial endorsements result in increased revenues!

Brice & Associates was selected as a 2009 finalist based on the judges consideration of the following:

\*A 38% increase in visitors at Anza-Borrego Desert State Park, equaling an additional 163,530 visitors in the area during this PR campaign, 2008 (592,325) over 2007 (428,795 visitors) based on Official State of California figures.

\*A 45% increase in day-use visits at state park resulted in over 145,000 additional visitors supporting local restaurants, hotels and other businesses -2008 (472,609) over 2007 (326,695).

\*A 551% increase in "Unique Visitors" to theabf.org, the website of the Anza-Borrego Foundation and Institute (ABFI), between April (301) and September (1,663) 2008, according to siteanalytics.compete.com. (This is also the source for internet stats below.)

\*A 542% increase in Unique Visitors to LaCasadelZorro.com: 378 in May to 2,052 in September 2008.

\*A 474% increase in Unique Visitors to CaliforniaOverland.com (desert-tours): 411 in April to 1,950 in September 2008.

\*Increases in participation in ABFI field programs and in State Park Visitor Center sales in 2008 over 2007.

\*Multiple editorial features on travel/ecotourism were done by ABC News' Good Morning America, in the Wall Street Journal, the Los Angeles Times (including an "A1 Front Page Feature"), The LA Daily News, and San Diego Union-Tribune and on FOX News Los Angeles (KTTV). Additional editorial coverage was in the Washington Post and in three of Canada's ten biggest cities: the travel sections of major dailies in Calgary, Edmonton and Winnipeg. Anza-Borrego events were frequently featured in The San Bernardino Sun, The Desert Sun and San Diego Union-Tribune. These stories were also posted online at websites of the various media outlets noted.

\*Approximately 220 different print media reports featured "Anza-Borrego" and/or "La Casa del Zorro," according to Factiva.com and News.Google.com. Most of the media reports can be found at News.Google.com, which recorded from 40 to 50 million Unique Visitors during 2008.

\*Approximately 124 different TV news hits were noted in the Los Angeles and San Diego TV News markets for "Anza-Borrego" between July 2007 and December 2008, Video Monitoring Service reports.