



*Contact* Melyssa Laughlin  
*Telephone* 707-450-0500  
*Email* [melyssa@visitvacaville.com](mailto:melyssa@visitvacaville.com)  
*Website* [www.visitvacaville.com](http://www.visitvacaville.com)

FOR IMMEDIATE RELEASE  
November 13, 2019

## VISIT VACAVILLE WINS SECOND ADRIAN AWARD; EARNS BRONZE

Vacaville, CA, November 13, 2019— Visit Vacaville is pleased to announce it has won a Bronze Adrian Award for Print Campaign from the Hospitality Sales & Marketing Association International (HSMAI). The campaign, titled Stay Grounded, promotes the variety of outdoor and agricultural adventures available in and around the city. From off-road biking through the vibrant countryside, to immersive farm experiences, craggy climbs on local boulders, and fine dining under starry skies in the birthplace of California cuisine, Stay Grounded highlights the ways Vacaville blends an adventurous escape with the spirit of community to help visitors stay grounded whatever their choice of recreation.

In an announcement about the award, HSMAI noted that Visit Vacaville’s submission stood out among a vast pool of entries, more than 1,100 this year, and was judged to be exceptional by experts in hospitality, travel, tourism and media.

“We are thrilled to accept this year’s Adrian Award,” said Visit Vacaville CEO Melyssa Laughlin. “The Stay Grounded campaign is part of a growing movement toward appreciating local agriculture and outdoor adventure, and we are beyond excited that Vacaville is getting this kind of global acknowledgement.”

This is Visit Vacaville’s second Adrian Award. The organization won Gold for Website Design in 2016. The organization will bring the official award home in January, following an acceptance dinner in New York.

### **About the HSMAI Adrian Awards**

The Adrian Awards began in 1957 and considers entries from every segment of the travel and hospitality marketing industry, including hotels, airlines, cruise lines, car rental companies, destinations and credit card companies, among others. Winners were selected from a field of more than 1,100 entries by senior industry and media experts. For more information, visit [adrianawards.hsmi.org](http://adrianawards.hsmi.org).

###

For more information about this topic, please contact Melyssa Laughlin at 707-450-0500 or email at [melyssa@visitvacaville.com](mailto:melyssa@visitvacaville.com).