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Area Tourism Brochure Honored as Best in Ohio

The Ohio's Historic West (OHW) tourism promotion brochure/map has been honored for its eye-catching, effective design. The Ohio's Historic West Travel Companion was presented with a Ruby Award at the Ohio Travel Association Annual Conference. The Ruby Awards were created to recognize outstanding advertising, marketing and public relations in the travel and tourism industry.

OHW is a ten county coalition promoting heritage travel in West Central Ohio. Members include Auglaize, Champaign, Clark, Darke, Hardin, Logan, Mercer, Miami, Shelby and Van Wert Counties.

The OHW tourism promotion piece was entered in the brochure category, competing against other marketing pieces from organizations with operating budgets below \$500,000.

"This is wonderful honor," stated Kelly Evans-Wilson Executive Director of the Champaign County Chamber of Commerce and OHW board member. "The entire OHW volunteer board works to promote the region, it is nice to see that hard work recognized."

The brochure/map was designed by Shelly Bohman with Graphic Communications of Maria Stein and shows attractions from each of the ten counties within the OHW region. It promotes agriculture, architecture, historic sites, natural resources and transportation related tourism attractions.

The free brochure is available at the Champaign County Chamber of Commerce and Visitors Bureau, 113 Miami Street Urbana or visit the website at www.OhiosHistoricWest.com.

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