



NEWS RELEASE

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SHUSWAP TOURISM VIDEOS EARN ACCOLADES

Two videos produced by Shuswap Tourism have been awarded Platinum and Gold honours from the Association of Marketing and Communications Professionals.

The two MarCom awards recognize excellence in marketing and communications with an emphasis on creativity and effort. The Platinum Award was for a website video of the Adams River Sockeye Salmon Run 2022 and the Gold Award was for a social media video of The Salute to the Sockeye 2022.

The videos were produced by Morgen Matheson, the Columbia Shuswap Regional District's (CSR) Team Leader, Tourism and Film and Stephanie Goodey, Tourism Marketing Coordinator, in conjunction with One Peak Creative.

We are thrilled to win such a prestigious marketing award and share it with everyone who contributed to its success. We are fortunate to be able to share such an incredible natural phenomenon in our region to the world," says Matheson.

"Special thanks go to the Skw'lax te Secwepemcúlecw (Little Shuswap Lake Band) and the Adams River Salmon Society for their participation in this video."

Each year approximately 6,500 print and digital entries are submitted to the MarCom Awards from dozens of countries worldwide.

For further information please contact Tracy Hughes, CSR Communications Coordinator at 250.833.5963, toll free at 1.888.248.2773 or email Thughes@csrd.bc.ca.