

Oxford Convention and Visitors Bureau

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Oxford's Town BBQ Throwdown Honored with Awards

Oxford, Miss. – The Oxford Convention and Visitors Bureau was presented with the Best Small Festival of the Year Award by The Mississippi Tourism Association (MTA) for the Inaugural Oxford's Town BBQ Throwdown at the annual awards ceremony for tourism achievement during the Governor's Conference on Tourism, held in Jackson, Mississippi on February 17-19, 2008

“We are very excited to have received this award” says Kelly Brown, Coordinator of the Oxford's Town BBQ Throwdown, “the award is a tribute to the hard work and dedication of our staff and volunteers.”

The awards program recognizes outstanding contributions to the advancement of tourism by members of the 450+-member private sector organization as well as honoring travel media, community volunteers and governmental friends of the industry. Awards were presented in 10 categories, each focusing on a different aspect of the hospitality industry or individual achievement.

In addition to the honor from MTA, Oxford's Town BBQ Throwdown received five awards at the International Festival and Events Association's Southeast Chapter's annual conference. The overall marketing campaign used to promote the Inaugural Oxford's Town BBQ Throwdown, which was held in September of 2007, included the save-the-date cards, ads placed in regional media outlets, promotional brochures, posters, koozies, t-shirts and aprons and a website. The entire marketing package won the gold medal for Best Marketing Campaign. In addition to these honors, the Downtown Grill was awarded the gold medal for Best Vendor or Supplier for their collaboration with the Oxford CVB at the Oxford's Town BBQ Throwdown. The Downtown Grill, who was the exclusive beer vendor for the festival donated all their profits to the United Way of Oxford.

The program used during last year's event was awarded a silver medal in the Best Event Program or Brochure category, and the promotional poster was also awarded a silver medal in the Best Promotional

Poster category. Rounding out the awards was the gold medal for the Best Miscellaneous Merchandise. Much of the award-winning merchandise is still available for sale at the CVB office located in the Oxford Conference Center.

The 2nd Oxford's Town BBQ Throwdown will be sanctioned by the Memphis Barbecue Network and held on the grounds of the Oxford Conference Center on October 24-25, 2008. For more information on the festival visit www.oxfordbbq.com or for information of the Oxford Convention and Visitors Bureau visit www.oxfordcvb.com.

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