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4300 Marsh Ridge Road • Suite 114 • Carrollton, TX 75010
972.267.1111 • 972.267.3535 (fax) • www.alarryross.com

FOR INFORMATION, CONTACT:

[A. Larry Ross Communications](#)
Melany Ethridge 972.267.1111

FOR IMMEDIATE RELEASE

Creation Museum, Ark Encounter Receive Kentucky Tourism Awards: Traverse Awards honor excellence in marketing

PETERSBURG, Ky., Oct. 31, 2011 – Once again, the internationally renowned Creation Museum has received top honors for its marketing efforts, garnering three awards at the annual Traverse Awards hosted by the Kentucky Travel Industry Association last month.

The museum received first place in the social media category for its creative and interactive social media campaign. The Creation Museum has nearly 98,000 Facebook fans (or “likes”) and logs thousands of weekly interactions.

The museum was also awarded second place honors for its television commercial spots, which showcased the exotic live animals in the outstanding petting zoo next to the museum.

Although it’s not even open yet, the new Ark Encounter project (with a full-size Noah’s Ark as its centerpiece) was also honored, being hailed for the creativity and quality of its press materials. It received a second place award for the Ark Encounter press kit.

“We are honored by the Kentucky Travel Industry Association’s recognition of our marketing efforts and for their appreciation of the Creation Museum’s contributions to state tourism,” said Ken Ham, the founder and president of the Creation Museum. “I am constantly amazed at the creativity of our staff and our ad agency, Joseph David Advertising. I am delighted they have been recognized in such a way, and that the museum is acknowledged to be at the cutting edge of today’s social media.”

Eric Rose, chairman of the KTIA, which hands out the awards, added: “We are very pleased with the excellent marketing work from the Creation Museum, and we’re glad the KTIA Traverse Award judges agreed and recognized their efforts.

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Rose, who also runs the well-known Newport Aquarium (20 minutes from the Creation Museum), continued, "The Creation Museum's huge draw of visitors impacts not only those of us here in Northern Kentucky, but travel and tourism businesses across the Commonwealth. Since travel and tourism is Kentucky's third largest industry, with an \$11 billion economic impact, this is no small matter."

This is the third year the Creation Museum has participated in the Traverse Awards. Two years ago, the museum won "Best in Show" honors for its striking billboard campaign that highlighted the various dinosaur exhibits inside the museum.

The Traverse Awards presentation was held October 18 during an evening gala at the Lexington (Ky.) Convention Center as part of the Kentucky Travel Industry Annual Conference. Jason Goff, the social media manager for the museum, accepted the first-place social media award at the ceremony in Lexington. The museum's director, Dan Mangus, was also in attendance.

Traverse Awards are presented annually for the best work in advertising and marketing among Kentucky tourism businesses and marketing organizations. This year, a panel of experts in tourism marketing judged 244 entries from across the state. Each entry is judged on creativity and how well it relates to its audience.

KTIA is a Frankfort, Ky.-based state association that represents every segment of Kentucky's tourism industry. The almost 600-member organization offers continuing education programs, provides legislative advocacy for Kentucky's travel industry, and works in governmental relations.

Answers in Genesis is a biblical apologetics ministry which conducts more than 300 teaching meetings each year, hosts an award-winning Web site, and produces the "Answers" radio program heard on more than 600 stations throughout the United States. Its high-tech Creation Museum opened to international acclaim on Memorial Day, 2007, and has attracted more than 1.4 million visitors since then. The exciting Ark Encounter project, featuring a full-size re-creation of Noah's Ark, is scheduled to open in Grant County, Ky., in 2014.

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Note to Editors: For additional information or interview requests, please contact Melany Ethridge of A. Larry Ross Communications at 972.267.1111.