

## FOR IMMEDIATE RELEASE

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### Civil War 150 Historical Marker Project Wins Tourism Award

ATLANTA, *August 30, 2012* – The Georgia Historical Society is pleased to announce that it has received the Tourism Champion Partnership Award at the Governor’s Tourism Conference held yesterday in Atlanta. The award is given to an alliance that collaborates to increase visitation and tourism dollars in Georgia.

GHS received the award for its Civil War 150 Historical Marker Project. In partnership with the Georgia Department of Economic Development and agencies across the state, GHS completed a survey of Georgia’s existing Civil War roadside markers and developed and installed a series of 15 new markers to interpret previously unrepresented elements of the war. An online Historical Marker Tour and related smartphone application were created to allow users to locate historical markers and design customized driving routes. The website and app also include information on other travel resources along those routes. These tools, together with seven tourism training workshops supported by the Georgia Department of Labor, promote tourism statewide by giving communities valuable information to develop local heritage tourism.

“We are thrilled to receive this award, particularly because it represents the value of different agencies – both public and private – working together to promote the rich historical resources of our state,” said Todd Groce, GHS President and CEO. “The Department of Economic Development, as well as local organizations and individuals across the state, have been vital partners in this project. Georgia Battlefields Association, Dalton Civil War 150<sup>th</sup> Commission, Historic Augusta, Inc. and individuals throughout Georgia have given time and energy to help select topics, refine marker text and arrange dedication ceremonies.”

The Governor’s Tourism Conference is an annual statewide conference of Georgia’s tourism and travel professionals hosted by GDEcD and the Georgia Association of Convention & Visitors Bureaus.

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#### ABOUT GEORGIA HISTORICAL SOCIETY

*Georgia Historical Society (GHS) is the premier independent statewide institution responsible for collecting, examining and teaching Georgia history. GHS houses the oldest and most distinguished collection of materials related exclusively to Georgia history in the nation. To learn more, go to [www.georgiahistory.com](http://www.georgiahistory.com)*