

Kiwanis

International

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FOR IMMEDIATE RELEASE

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KIWANIS INTERNATIONAL NAMED MUSIC CITY BRAND CHAMPION

INDIANAPOLIS, Ind. (April 14, 2010) – The Nashville Convention and Visitors Bureau recently named Kiwanis International as the 2009 Music City Brand Champion. Each year, the bureau recognizes meeting planners for their successful incorporation of Nashville’s music brand into their marketing and promotional efforts.

“Although several meeting planners embraced the program and successfully integrated Nashville’s branding into their programming, Kiwanis raised the bar,” said David Spencer, director of convention services and special events. “Kiwanis created multiple layer programming that surpassed their competition.”

The winning incorporation included: logo and content development, music themed décor, comprehensive ad campaign, Web site and performances and the Grand Ole Opry and Wildhorse Saloon.

Kiwanis was presented with a gold record to signify their achievement.

ABOUT KIWANIS INTERNATIONAL

Founded in 1915, Kiwanis is a global organization of member-volunteers working to change the world one child and one community at a time. Kiwanis International and its Service Leadership Programs, including Circle K, Key Club, Key Leader, Builders Club, K-Kids, Kiwanis Junior, and Aktion Club, dedicate millions of volunteer hours and invest US\$100 million to strengthen communities and serve children annually. The Kiwanis International family comprises more than 600,000 adult and youth members in more than 70 countries and geographic areas. For more information about Kiwanis International, please visit www.kiwanis.org or call 800-KIWANIS.

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