



**FOR IMMEDIATE RELEASE**

**CONTACT: Kate Wiltzer**  
**Experience Grand Rapids**  
**616.233.3558**  
**KWiltzer@ExperienceGR.com**

**EXPERIENCE GRAND RAPIDS SPARKLES AT MSAE DIAMOND AWARDS**

GRAND RAPIDS, Mich. (September 23, 2011) — Experience Grand Rapids received high honors for its website at the Michigan Society of Association Executives' (MSAE) 10<sup>th</sup> Annual Diamond Awards. The awards program recognizes excellence and innovation among its association members.

Experience Grand Rapids earned a Diamond award and Best in Show for its website redesign of [www.experienceGR.com](http://www.experienceGR.com). Launched in 2010, the new interactive website was built especially for people who want to share their experiences in Grand Rapids with the outside world. It features a "social lounge," a virtual community where people can connect with others through the organization's Facebook, Twitter, YouTube, Flickr and podcasts. Its social media campaign also earned gold honorable mention.

"It's an honor to be recognized by MSAE for our website. These awards are a strong testament to our efforts in marketing Grand Rapids as an experience. We've received such positive feedback and are encouraged by how our prospective visitors have embraced this concept," said Experience Grand Rapids President Doug Small.

MSAE is a professional organization of more than 600 association executives that works to advance knowledge in the association industry.

# # #