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February 1, 2012  
For Immediate Release

**GREATER MANKATO CVB WINS 2012 READER'S CHOICE AWARD FOR *SPORTSEVENTS***

MANKATO, Minn. – The Greater Mankato Convention & Visitors Bureau has been awarded the 2012 *SportsEvents* Media Group Readers' Choice Award.

The award recognizes the Greater Mankato Convention & Visitors Bureau for exemplary creativity and professionalism toward the groups hosted in Greater Mankato throughout 2011. Sports event professionals nominated and voted for Greater Mankato Convention & Visitors Bureau to win this award.

All 2012 Readers' Choice Award Winners were listed in the January 2012 issue of *SportsEvents*. A complete list of award winners is available online at [www.sportseventsmagazine.com/2012-readers-choice-awards/](http://www.sportseventsmagazine.com/2012-readers-choice-awards/).

Josh Anderson is the Event Sales Director for Greater Mankato Convention and Visitors Bureau. Anderson joined the CVB this June with a fresh perspective and a passion for sports. He will be leading the new Events Commission, which is being formed to provide support for local homegrown events as well as bring in or develop new events in the community. The Greater Mankato Convention & Visitors Bureau gets involved in events through ownership, partnership, assistance or consultation based on a group's individual needs. When it comes to services, Anderson helps event planners by offering assistance with hotel room blocks, finding facilities and events sites, financial assistance, assisting with transportation coordination, coordinating family entertainment, and by offering pre-promotion for the event to drive attendance numbers.

"Greater Mankato has the opportunity to host some phenomenal sporting events," said Anderson. "In 2011 we had the Senior Games and the Mankato Marathon. Those two events combined brought more than 5,000 participants to the area as well as thousands more spectators."

Anderson also said the CVB is looking forward to the NCAA Division II Indoor Track and Field Championship to be held at Minnesota State University, Mankato in March, 2012. This event will bring in

1,500 visitors from all over the country. Our community can play host to many great events such as these. Anderson encourages anyone to contact him with leads for events that could be brought to the area.

For more information about Greater Mankato Convention & Visitors Bureau visit [www.visitgreatermankato.com](http://www.visitgreatermankato.com)

#### **About SportsEvents Media Group**

SportsEvents Media Group, publisher of SportsEvents magazine, is the industry leader in providing products and services designed to connect sports events organizers with sports commissions, CVBs, hotels, insurance companies and other sports events industry suppliers.

#### **About The Greater Mankato Convention & Visitors Bureau:**

The mission of the Greater Mankato Convention & Visitors Bureau is to market the region and produce an economic impact from tourism and overnight visitors. The CVB provides a variety of services for local and visiting organizations. Any organization wishing to host a convention, conference, tournament, tradeshow, etc. can call on the CVB to help with arrangements including finding the right facilities and lodging, helping with media and public relations, providing visitor information, and assisting with event planning and support. For the leisure traveler, the CVB provides visitor information about the community's attractions and amenities.

The Convention & Visitors Bureau's mission aligns with the Greater Mankato Growth's Trade & Traffic focus. The two organizations collaborate with each other to create opportunities for businesses to access the thousands of individuals brought here as a result of conventions, tournaments and tourism. The resulting economic impact helps the hospitality industry, creates jobs and broadens the local tax base. [www.visitgreatermankato.com](http://www.visitgreatermankato.com)