



FOR IMMEDIATE RELEASE
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CONTACT: Nancy Samuelson
Dir. of Marketing & Community Relations
City of Indian Wells
(760) 346-2489
nsamuelson@indianwells.com

City of Indian Wells Radio Spot Wins CalTIA Marketing Award

Indian Wells, CA (June 18, 2008) — The City of Indian Wells has received a California Travel Industry Association (CalTIA) Judge’s Award for “Best Broadcast in Radio” for the city’s 2007 “Summer Getaway” 60-second radio spot. The award was presented during CalTIA’s annual Luncheon and Marketing Awards ceremony held on Tuesday, June 17, 2008 at Desert Springs, A JW Marriott Resort & Spa in Palm Desert.

“The city’s Marketing Department and everyone at Indian Wells City Hall is honored to receive this coveted recognition from CalTIA,” says Nancy Samuelson, the city’s director of marketing and community relations. “Tourism is the lifeblood of Indian Wells and we work diligently to not only promote our tranquil resort destination, but the entire Coachella Valley as well.”

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