

6510 Hudson Road
Cedar Falls, IA 50613

(319) 268-4266

(800) 845-1955

cedarfallstourism.org



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NEWS

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Media Contacts:

Bonita Cunningham, Cedar Falls Tourism and Visitors Bureau, bonita.cunningham@cedarfallstourism.org,
319-268-4266

Cedar Falls Tourism and Visitors Bureau and Experience Waterloo Honored with Iowa Tourism Award for Collaboration

The Cedar Falls Tourism and Visitor Bureau and Experience Waterloo were honored with an award for Outstanding Marketing Collaboration at the 2020 Iowa Tourism Conference, held in Des Moines. The award celebrates the outstanding partnership forged by the two organizations and a variety of local businesses and organizations as they work together to promote thousands of events that take place in the Cedar Falls/Waterloo area through a new on-line calendar of events developed by the two visitor bureaus. The calendar, www.CedarValley365.com allows local businesses and organizations to load events onto the website and interact with viewers via social media. The Bureaus also promote the events to media outlets thereby increasing the value of the website.

“As an organization who hosts events and helps businesses promote their events, the addition of CedarValley365.com has been a game changer. There are numerous community calendars available, but many people do not know what is available, how to access these sites, or how to post events once on the site. There was little to no opportunity for businesses to post their events on a public calendar leaving them to only be able to promote through their own websites, social media, and word of mouth. The collaboration between Waterloo and Cedar Falls Tourism in the development of one website to find out all that is going on in our community has made communicating with residents and visitors easier for the business owner and event coordinators, and enabled them to reach new areas. CedarValley365.com has allowed everyone to share what is going on in the community in an attractive and easy to use format.” ~Jessica Rucker – Executive Director, Main Street Waterloo

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