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**EXPERIENCE GRAND RAPIDS RECEIVES PRESTIGIOUS DAVEY AWARD FOR CREATIVE EXCELLENCE**  
**Latest award marks third honor in 2011 for [www.experiencegr.com](http://www.experiencegr.com)**

GRAND RAPIDS, Mich. (November 16, 2011) — The International Academy of the Visual Arts recently honored Experience Grand Rapids with a Silver Davey Award for its website, [www.experienceGR.com](http://www.experienceGR.com). The annual competition recognizes the finest creative work from the best small firms, agencies and companies worldwide.

“We are thrilled with the recognition we have received this year for our new website. The Silver Davey Award along with two others from equally as prestigious organizations speak volumes about our creative marketing efforts to brand Grand Rapids as an experience for our visitors,” said Experience Grand Rapids President Doug Small.

Last year, Experience Grand Rapids partnered with Simpleview, a solutions provider serving the tourism industry, to design a new and highly interactive website. The site encourages people to share their experiences in Grand Rapids with the 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.

The Davey Awards honors the achievements of the "Creative Davids" that derive strength from big ideas, rather than “Goliath” budgets. The international competition is sanctioned and judged by the IAVA, an invitation-only body consisting of top-tier professionals from a "Who's Who" of acclaimed media, advertising, and marketing firms. Current IAVA membership includes Brandweek, Coach, Disney, The Ellen Degeneres Show, Estee Lauder, Fry Hammond Barr, HBO, Monster.com, MTV, Polo Ralph Lauren, Sotheby’s Institute of Art, Victoria’s Secret, Wired, and Yahoo!. Please visit [www.daveyawards.com](http://www.daveyawards.com) for more information.

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