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FOR IMMEDIATE RELEASE

VisitAurora.com Recognized with “Travel Standard of Excellence” Designation in 2012 Web Marketing Association WebAwards

AURORA, Colorado, Oct. 25, 2012 – Visit Aurora is proud to announce that VisitAurora.com has garnered its designers, MICROS eCommerce the “Travel Standard of Excellence” award in the Web Marketing Association’s 2012 WebAwards. In its 16th year, the WebAwards is the longest running annual website award competition dedicated to naming the best websites in 96 industries, while setting the standard of excellence for all website development.

“We are thrilled with this recognition for VisitAurora.com, and are proud that our website team was recognized for the hard work, insight and expertise that went into making it such a successful tool,” said Visit Aurora President and CEO Gary Wheat.

VisitAurora.com was recognized with the Travel Standard of Excellence WebAward. The Standard of Excellence recognizes the standards for which all web sites should strive; winners at this level demonstrate that their site is above average.

The WebAwards recognize the individual achievement behind the creation of today's top web sites. The entry process is conducted entirely online, and sites are judged by a panel of independent Internet experts in the following areas:

- Design
- Interactivity
- Technology
- Content
- Innovation
- Copywriting
- Ease of use to target audience

VisitAurora.com is one of 26 winners in the travel industry category for 2012.

For more information on Aurora, upcoming events or meeting facilities, visit www.VisitAurora.com or call 303-326-8698.

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