

Midland Trail Wins Three State Public Relations Awards

The Midland Trail Scenic Highway Association was honored Wednesday, June 15, with three first place Crystal Awards by the West Virginia Chapter of the Public Relations Society of America during a presentation ceremony at the Charleston Civic Center.

“I was very pleased with these awards. It was our first time entering a contest like this and to win three awards helps document the success our organization has had promoting tourism and economic development along the Midland Trail in West Virginia,” said Midland Trail Executive Director Alice Hypes.

The Midland Trail’s first place awards were for:

- **Best Nonprofit Community Relations Campaign for the Midland Trail Outdoor Interpretive Exhibit in South Charleston, WV.**
- **Best Nonprofit Special Purpose Book, Single Issue for the 2010-2011 Midland Trail Guide.**
- **Best Nonprofit Script for the prepared remarks delivered during the formal opening of the South Charleston exhibit.**

According to Hypes, “This was an important evaluation of our work. Not only were there entries representing some of the major businesses in West Virginia, but also work done for companies in Virginia, Pennsylvania and Montana. All of us at the Midland Trail are flattered that our work was so well received and respected by the judges.”

There were 90 entries from a broad cross section West Virginia in the 2011 Crystal Awards.

