



## **MEDIA ADVISORY: TAMPA BAY & COMPANY** **PRESIDENT HONORED WITH AAF SILVER MEDAL**

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**FOR IMMEDIATE RELEASE**  
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**TAMPA, FL** – President and CEO of Tampa Bay & Company Paul Catoe was presented with the Silver Medal at 2011 American Advertising Federation (AAF) Tampa Bay Chapter ADDY Awards, which took place last Thursday, Feb. 24 at Tampa’s Lowry Park Zoo.

Silver Medal recipients are selected by a panel of judges consisting of past Silver Medal winners and past presidents from each local club of the American Advertising Federation. Judges use the following criteria when making their selections: contribution to the community, creative ability, contribution to the advancement of advertising and the betterment of his/her own company.

AAF represents over 50,000 advertising men and women in all industry segments, working together to achieve the AAF mission. The AAF Tampa Bay exists to support its members, the community and the advertising industry, and its mission is to promote fellowship, education and career enhancement among members of the advertising community; foster and recognize excellence in advertising; champion public service causes; build an understanding of the role and benefits of advertising at all levels; and encourage advertising self-regulation and continuous improvement to raise industry benchmarks.

Tampa Bay & Company leads the effort of “Economic Development Through Tourism” in Hillsborough County. Comprised of approximately 700 members, the mission of Tampa Bay & Company is to create vibrant growth for the Tampa Bay area by promoting, developing and expanding a united visitor industry.

Media contact is Travis Claytor, communications manager for Tampa Bay & Company, at 813-342-4052 or [TClaytor@VisitTampaBay.com](mailto:TClaytor@VisitTampaBay.com).

<p>Tampa Bay &amp; Company is an independent, non-profit membership organization created to attract and serve visitors to Tampa Bay in an effort to create “Economic Development Through Tourism.” Tampa Bay &amp; Company is funded, in part, by the Hillsborough County Board of County Commissioners/Tourist Development Council.</p>
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