



Aberdeen Area Convention and Visitors Bureau

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VisitAberdeenSD.com

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Aberdeen, SD Wins Cacklin' Community Award at Annual Tourism Conference

City is named winner of the Rooster Rush Award three years running

ABERDEEN, S.D. – Lieutenant Governor Matt Michaels and the South Dakota Department of Tourism presented Aberdeen with the Rooster Rush Cacklin' Community Award at the 2017 Governor's Conference on Tourism in Pierre Thursday evening.



The Rooster Rush Cacklin' Community Award is presented to a community for their efforts in creating excitement during pheasant season. This year, Aberdeen businesses and organizations joined forces to create a welcoming environment for hunters coming to their area. Businesses in Aberdeen wore black or orange Rooster Rush t-shirts during pheasant season and displayed bright orange signage, hunting posters and giant hay bale pheasant decorations to invite hunters to shop and stay at their business.

The Aberdeen Area Convention and Visitors Bureau, along with other Aberdeen area organizations, planned events to welcome hunters at the airport and hotels where they provided promotional items to visitors. The CVB and its partners also held social media contests and hosted outdoor writers to to showcase hunting opportunities in the area.

It is a privilege to receive this honor three years in a row at the annual SD Department of Tourism Conference. Aberdeen, SD was the recipient of this award the last two years at the 2015 and 2016 Governor's Conference, and once before in 2009. For more Aberdeen area hunting information, please visit HuntFishSD.com.

About the Aberdeen Area Convention and Visitors Bureau

The Aberdeen Area Convention and Visitors Bureau's purpose is to enhance the economic wellbeing of the community and the area through tourism spending and by increasing visitors to the Aberdeen area. For more information about the Aberdeen Area CVB, go to VisitAberdeenSD.com or contact 800-645-3851.



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