

**PRESS RELEASE**

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**Vermont Arts Council Honored with the Annual Governor's SMART Award  
for Creative Marketing**

KILLINGTON, Vt. – The Vermont Arts Council received the 2016 Governor's SMART Award for Creative Marketing at the Vermont Tourism Summit this month. The award cast a spotlight on the Council's efforts to widely promote the breadth and depth of arts opportunities statewide via its "Vermont. Arts. Everywhere." video and social media marketing campaign.

The "Vermont. Arts. Everywhere." campaign supports the concept that the arts are a core component of the Vermont brand and integral to tourism.

"We want to ensure that when visitors and residents think about Vermont, in addition to our beautiful landscape, skiing, fall foliage, and maple syrup, they think about the arts," Kira Bacon, communications and outreach manager at the Vermont Arts Council said. "We believe that a unique quality of Vermont is that the state's cultural assets are not centralized in one or two urban locations – they are everywhere!"

"Each year, we honor an organization that shows us successful initiatives that combine new media with our Vermont brand; we look for multichannel and innovative marketing campaigns that embrace digital and social media to elevate brand exposure," Kyle Opuszynski, chair of the Vermont Tourism Summit said. "The winner of the SMART Award exemplifies forward thinking marketing, and we consider them to be the leaders in Vermont for marketing excellence."

The Council worked with Brattleboro, Vt. based Mondo Mediaworks to create a series of fun and quirky videos that were promoted on social media. Watch them all on [Youtube/VermontArtsCouncil](https://www.youtube.com/channel/UCVt0t0t0t0t0t0t0t0t0t0t) and learn more about the Vermont Arts Council at [VermontArtsCouncil.org](http://VermontArtsCouncil.org). Explore the abundant arts events and activities across the state at [VermontArts2016.com](http://VermontArts2016.com) and follow the Council on Facebook, Instagram and Twitter.

The Vermont Arts Council envisions a state where everyone has access to the arts and creativity in their life, education, and community. Through its programs and services, the Council strives to increase public awareness of the positive role artists and arts organizations play in communities and to maximize opportunities for everyone to experience the arts. Since 1965, the Council has been the state's primary provider of funding, advocacy, and information for the arts in Vermont.  
[www.vermontartscouncil.org](http://www.vermontartscouncil.org).

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