

WordenGroup Strategic Public Relations Wins for Best Travel Campaign
Wyoming PR firm receives national public relations award for ecolodge campaign

Jackson, Wyoming –April 28, 2009 – Jackson-based boutique public relations firm WordenGroup Strategic Public Relations has won an award in the “Best Travel, Hospitality & Destinations Campaign” category for its campaign “The Country’s Newest Ecolodge: The Lodge at Sun Ranch” from 2009 Bulldog Awards announced WordenGroup principal Darla Worden. The national awards competition is sponsored by Bulldog Reporter, which provides media news and intelligence for the public relations industry.

WordenGroup’s winning campaign was created in 2008 for the debut of the Lodge at Sun Ranch (<http://www.sunranchlodge.com/>) in Cameron, Mont. The multi-faceted public relations campaign positioned the lodge as a rare example of a true U.S. ecolodge. Media placements for the travel property included *Travel + Leisure*, *The New York Times*, *Sherman’s Travel*, *Elle*, *Bon Appetit*, *Food + Wine*, *Men’s Journal*, *Shape*, *Body & Soul*, *Delta Sky* and the website/blogs *National Geographic Traveler’s IntelligentTravel*, *GreenGlobetrotter*, *Green Postcards*, *Luxist*, *YahooTravel* and *Globorati*, as well as coverage in *Andrew Harper’s Travel Report’s* “10 U.S. Places to See Before You Die,” in *Outside* as a “Best New Eco-Getaway,” and on *ForbesTraveler’s* “Luxury Eco-Resorts ’08.

Awards will be presented at the Media Relations Summit 2009 conference in May in New York City. According to a Bulldog Reporter spokesperson, “The competition was extremely tight this year, and virtually all the entries we saw were worthy of acclaim. Our judges worked overtime to choose the most laudable campaigns from many compelling candidates.” A complete list of the 2009 winners will be available at www.bulldogreporter.com (<http://www.bulldogreporter.com/>) beginning in May.

“We’re pleased to receive this recognition on behalf of our client The Lodge at Sun Ranch,” says Worden. “As a public relations company with an emphasis on ‘green’ and travel-industry clients, it was exciting to work on the launch of one of the country’s newest ecolodges.”

WordenGroup Strategic Public Relations is a boutique public relations firm representing companies in hospitality, tourism, ecotourism and architecture—many with eco-friendly components. Based in Jackson Hole, Wyo., the firm also has associates in Denver, Colo. For additional WordenGroup information, visit www.wordenpr.com or the company blog at <http://prcred.wordpress.com>.