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VISIT YUMA 2023 TRAVEL GUIDE RECOGNIZED FOR CREATIVE EXCELLENCE

Yuma, AZ (Sept. 21, 2023) – Visit Yuma’s 2023 [travel guide](#) has earned a Summit Creative Award, an international program for creative excellence.

Marketing and communications firm JayRay partnered with Visit Yuma to create the 60-page guide. To inspire travel to The Sunniest Place on Earth, the guide’s strategy focuses on cool things to do while staying in Yuma.

Messages and visuals featured water access points, road trip adventures and Yuma’s picturesque surroundings. Itineraries, quizzes, lists, local voices and other draw-you-in features make the travel guide a suitcase essential.

“The bright, inviting travel guide highlights everything Yuma has to offer with lots of original, entertaining content,” said Visit Yuma executive director Marcus Carney. “The guide shares new and unique perspectives about Yuma and warmly welcomes visitors to check out our region.”

The Summit Creative Award honors creative professionals at small- and medium-sized organizations. Entries are judged on originality and uniqueness, visual appeal and message effectiveness.

In July, Visit Yuma received the 2023 Best Marketing Campaign award from the Arizona Office of Tourism, in the Rural category, for its strategic and creative approach to attracting visitors to Yuma. JayRay partnered with Visit Yuma for the “Soak Up Every Minute” award-winning campaign. In May, Visit Yuma received the Award of Excellence in the Visitor Guide Category from the Academy of Interactive and Visual Arts Communicator Awards.

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About Visit Yuma:

Through the intrigue of history, the beauty of nature and the promise of adventure, Yuma is the Arizona oasis for those seeking to reinvigorate the soul. Visit Yuma supports the promotion and development of tourism through industry collaboration, strategic partnerships and embracing its diverse communities. Learn more at www.visityuma.com.

About JayRay:

JayRay partners with national and regional clients on branding, advertising and strategic communication programs from its office in Tacoma. JayRay crafts strategy and integrates services to help improve lives through thoughtful, provocative communications. www.jayray.com.