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**Destination Bloomington Wins Prestigious Award
SASI-ONE 2011 Awards Recognizes the Best in Destination Management**

Bloomington, MN – Destination Bloomington, in conjunction with the Airport Foundation MSP, Royal Norwegian Honorary Consulate and Sons of Norway, were presented with a Shop America Salutes Innovation (SASI) Awards at the 15th annual ONE Travel Conference for Shopping, Dining and Cultural Tourism held on January 17, 2012. SASI-ONE Awards recognize marketing excellence in promoting shopping, dining and cultural tourism.

Destination Bloomington's award entry for Heritage and Culture category at the ONE Travel Conference by ShopAmerica titled "*Cold Recall: Reflections of a Polar Explorer and Their Majesties of Norway Departure Event*" won a Gold SASI Award.



In celebration of the 100th anniversary of Roald Amundsen's journey to become the first explorer to reach the South Pole, a photo exhibit commemorating the event went on display at the Minneapolis-St. Paul International Airport on October 10, 2011. The exhibit, *Cold Recall: Reflections of a Polar Explorer*, from Norway's Fram Museum, was a month-long display in Terminal 1-Lindbergh's Concourse C at Minneapolis/St. Paul International Airport, as part of the airport's Arts and Culture Program administered by the Airport Foundation MSP, a non-profit organization dedicated to enhancing the travel experience.

The exhibit and event was created and secured through a partnership between the Honorary Royal Norwegian Consulate, Sons of Norway, a Norwegian-American fraternal life insurance organization dedicated to preserving Norwegian Heritage and Culture, the Bloomington Convention and Visitors Bureau and the Airport Foundation MSP. The exhibit was brought to MSP Airport to coincide with Their Majesties King Harald V and Queen Sonja of Norway visit to Minnesota October 14-18, 2011. Minnesota has one of the largest Norwegian heritage populations outside of Oslo, Norway. Norway is one of the top 5 incoming tourist markets for Minnesota.

The Bloomington Convention & Visitors Bureau is the official marketing organization for the city of Bloomington and aggressively markets Bloomington, Minnesota, our premier destination to visitors around the world. Bloomington is located adjacent to Minneapolis and St. Paul, just minutes from the International Airport, is the home of Mall of America and is a premier destination for meetings, conventions and tourism. Our dedicated team works to achieve this mission of sales while supporting Bloomington's No. 1 industry: hospitality. For visitor information, special offers and to book hotel rooms online visit bloomingtonmn.org or call 800.346.4289.
