

PRESS RELEASE

(For immediate release)



GVB Marketing Manager Receives 2009 PATA Award of Merit

(Friday, June 5, 2009; Tumon, Guam) The Pacific Asia Travel Association (PATA) announced the 2009 recipients of the PATA Award of Merit and GVB Marketing Manager Pilar Laguaña was one of this year's honorees. The prestigious award is given annually to individuals who have provided outstanding leadership and service to PATA and their region's tourism industry.

Laguaña was recognized for 28 years of service to PATA, having served on the organization's Chapter Marketing Committee, the PATA International Marketing Advisory Council, and as an executive committee member of the PATA Micronesia Chapter. Laguaña was also honored for her work promoting Guam as an ideal destination of choice for more than 30 years with the Guam Visitors Bureau.

PATA is one of the largest tourism organizations in the world, working towards the development of the Asia Pacific travel and tourism industry. In partnership with private and public sector members, PATA enhances the sustainable growth, value and quality of travel and tourism to, from and within the Pacific Asia region.

Laguaña is the first Chamorro and the first woman from Micronesia to win this honor. "We are very proud of Pilar," said Acting General Manager Ernie Galito, "She is an excellent representative for the people of Guam and her efforts to promote our culture, traditions, and history are an inspiration to us all."

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For more information: Gerald S. A. Perez, General Manager
Email: gsap43@yahoo.com

Ernie A. Galito, Deputy General Manager
Email: egalito@visitguam.org