



## **KOA Receives Two Awards At PRSA Silver Anvil Ceremony**

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**KOA NEWS SERVICE (Monday, June 13, 2016)** – Kampgrounds of America Inc. received two awards last week during the Public Relations Society of America's PRSA Silver Anvil Awards, held in New York City Thursday, June 9.

KOA, along with its public relations partner Allison+Partners, its research firm Cairn Consulting and its digital marketing firm LRXD received a PRSA Silver Anvil Award of Excellence and a Bronze Anvil Award of Commendation for their work in 2015 on the initial 2015 North American Camper Report and the resulting public relations and marketing program, "What's Behind The Yellow Sign?"

The "What's Behind The Yellow Sign?" program was designed to reposition KOA camping in the minds of current and potential campers, and reintroduce KOA camping to North Americans who may not fully understand what the 54-year-old brand now has to offer.

The Kampgrounds of America system now includes 480 locations in the U.S. and Canada, and includes the KOA Journey, KOA Holiday and KOA Resort brands.

Attending the awards ceremony in New York City were KOA Chief Franchise Operations Officer Toby O'Rourke; KOA Vice President of Communications Mike Gast; and Allison+Partners Director of Accounts Jeannie Horner.

Kampgrounds of America is celebrating its 54th anniversary in 2016. North America's iconic brand in family camping was born on the banks of the Yellowstone River in Billings, Montana in 1962.

*Find out more about Kampgrounds of America and all of its locations at [www.KOA.com](http://www.KOA.com), or visit the KOA Pressroom at [www.koapressroom.com](http://www.koapressroom.com).*