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New VisitGilroy Website Wins Multiple Prestigious Design Awards

March 24, 2015 (Gilroy, CA): Gilroy, California already has an impressive collection of honors and awards. The self-proclaimed “Garlic Capital of the World” is home to the Gilroy Garlic Festival (consistently ranked among the top food festivals in the world), Gilroy Gardens Family Theme Park (which has won the IAAPA “Golden Ticket” for Landscaping every year since 2005), and numerous local wineries that regularly win international wine awards. Now, the brand-new VisitGilroy.com website is adding to the town’s trophy case by earning its own prestigious design awards.

The new VisitGilroy.com website was redesigned by Articulate Solutions Inc. and launched in January 2015. The website recently won both the 2015 Platinum Award for Website Homepage Creativity and the 2015 Gold Award for Website Creativity from AVA Digital Awards. AVA Digital Awards is an international competition that recognizes excellence by creative professionals responsible for the planning, concept, direction, design and production of digital communication.

The new website also received the Bronze ADDY Award from AAF Silicon Valley. The American Advertising Awards (ADDYs) are the largest and oldest competition for creative advertising excellence in the nation and the valley. The Silicon Valley ADDYs are a unique opportunity for marketers to have their work evaluated by an industry panel of judges and recognized by the local advertising community.

Jane Howard, Executive Director of the Gilroy Welcome Center, said, “We absolutely love our new website and are so excited to win these awards! We hope more people will utilize VisitGilroy.com as a tool to plan their next Gilroy getaway and discover all the wonderful things there are to do here.”

The interactive website was designed by Articulate Solutions, Inc., an internationally-recognized, award-winning creative services firm based in downtown Gilroy. The updated site features a unique layout with strong diagonal lines, colorful diamond shapes, and interactive animation, with an HTML5/CSS3 platform that automatically optimizes the display for PCs, laptops, tablets and smart phones.

Katherine Filice, CEO and Executive Creative Director for Articulate Solutions, stated, “Our firm does creative work for companies all across North America, but it’s always very personally rewarding to work on a project that’s so close to home. The new VisitGiroy.com website presented a number of unique challenges from both a design and technology standpoint. We’re thrilled to share this recognition with the Gilroy Welcome Center and to help promote our own hometown!”

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www.visitgilroy.com

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About the Gilroy Welcome Center: The Gilroy Welcome Center is a non-profit Destination Marketing Organization (DMO) dedicated to promoting Gilroy as a visitor destination. Conveniently located in Gilroy Premium Outlets, the Gilroy Welcome Center provides a centralized source of local knowledge and information for both visitors and residents. It's also a great place to find unique Gilroy gifts and souvenirs. For more information, go to www.VisitGilroy.com.