



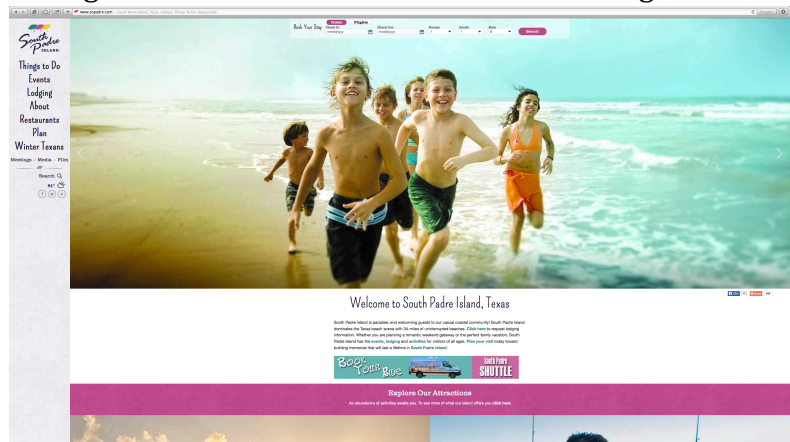
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**FOR IMMEDIATE RELEASE**

## **SOPADRE.COM RECEIVES AN OUTSTANDING ACHIEVEMENT AWARD FROM THE INTERACTIVE MEDIA AWARDS COMPETITION**

**South Padre Island, TX – December 22, 2014:** Out of 224 entries submitted in the 'Travel/Tourism' category for the 2014 award year, South Padre Island IT Director Paul Holthusen and CVB Executive Director Rachel Flores received an Outstanding Achievement Award for the Convention Centre website [sopadre.com](http://sopadre.com). To win an award the site had to successfully pass through a comprehensive judging system. The judges utilized a points-based scoring system adhering to specific guidelines and criteria to maintain the highest degree of fairness, accuracy and integrity; competently and effectively evaluate entries; and, deliver clear results.

Sopadre.com was scored using five specific criteria, with a score from 0-100 awarded for each criterion. The total of these five scores established the overall score, up to a maximum of 500.



The scores for [sopadre.com](http://sopadre.com) were as follows:

Design: 93  
Content: 100  
Feature Functionality: 100  
Usability: 93  
Standards Compliance: 90  
Total: 476

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For more information on this topic, or to schedule an interview with Adrian Rodriguez, City of South Padre Island Public Information Officer, please call: (956) 761-8110 or email: [ARodriguez@MySPI.org](mailto:ARodriguez@MySPI.org)