



FOR IMMEDIATE RELEASE

Date: April 17, 2008

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**PHIPPS EXECUTIVE DIRECTOR HONORED WITH
TRAVEL & TOURISM AWARD**

(PITTSBURGH, Pa.)— Phipps is proud to announce that executive director Richard V. Piacentini was named Travel & Tourism Advocate of the Year by VisitPittsburgh. Piacentini accepted the award at VisitPittsburgh's Annual Meeting on March 27, 2008.

The Travel & Tourism Advocate Award recognizes an individual who has consistently been a voice for the vitality and importance of the Pittsburgh region's tourism industry. Piacentini received the award for working diligently to bring the blockbuster exhibit *Chihuly at Phipps: Gardens & Glass* to Pittsburgh in 2007. The exhibit brought in record crowds of nearly 400,000, with an estimated 30% of the visitors coming from outside the seven county metro area.

“The year of glass brought great organizations in Pittsburgh together with one common goal-- to showcase our wonderful city to the rest of the world,” commented Piacentini. “The Chihuly exhibit was an outstanding opportunity for Phipps and for tourism in Pittsburgh. I am truly honored to be recognized by VisitPittsburgh.”

“This glorious blockbuster installation was the pivotal exhibition in *Pittsburgh Celebrates Glass*,” said Joe McGrath, VisitPittsburgh president and CEO. “I am absolutely delighted to present this well-deserved award to Richard.”

A second award in the category went to Marguerite Marks for the planning and execution of *Pittsburgh Celebrates Glass!* 2007.

About Phipps

Phipps Conservatory and Botanical Gardens is a Victorian glasshouse, gardens and tropical forest conservatory in the Schenley Park area of Pittsburgh. Phipps is open daily from 9:30 a.m. to 5 p.m. and until 10 p.m. on Fridays. Café Phipps and The Shop at Phipps are open during all Conservatory hours. Daytime admission rates are \$10 for adults, \$9 for seniors (62 and over) and students with ID, and \$7 for children ages 2 to 18. Phipps members and children under two are admitted free. For more information, call (412) 622-6914 or visit www.phipps.conservatory.org.

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