



*Las Vegas • McCarran International Airport*

# **NEWS RELEASE**

*Clark County Department of Aviation - Randall H. Walker, Director*

**CONTACT: HILARIE GREY**  
**Public Affairs Manager**  
**(702) 261-3094**

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## **McCARRAN WEBSITE WINS TOP HONORS AT AIGA 2003 WORK SHOW** **Las Vegas American Institute of Graphic Art (AIGA) Work Show Presents Silver Award to McCarran Airport for Outstanding Work in the field of Graphic Design**

Las Vegas – McCarran International Airport's web site won a Silver award at the Las Vegas American Institute of Graphic Art (AIGA) Work Show, the area's most prestigious awards event recognizing outstanding work in the field of graphic design. More than 30 organizations entered last year's best work in the competition's twenty-three categories that included web sites, advertising, copywriting, and illustration. This year's Work Show, held on July 26 at Chameleon Studios, featured more than 200 entries.

The Clark County Department of Aviation launched the redesigned website at [www.mccarran.com](http://www.mccarran.com) to help Las Vegas travelers better prepare for the McCarran journey before coming to the airport, and to capitalize on the internet's increasing importance as a valuable communications tool. In addition to added features and improved navigation, the look of the website was updated to capture the essence and architectural feel of McCarran's D Gates concourse.

"One of our primary project goals was to integrate the site with new and existing technology to improve operating efficiencies and enhance accuracy and timeliness of content," said Randall H. Walker, Director, Clark County Department of Aviation. "Since the launch, we have received a lot of positive customer feedback about the utility of our site. Now, to be recognized for a great design as well is just icing on the cake."

The project was a joint effort between Department of Aviation Public Affairs and Information Systems (I.S.) staffs, with outside design and development assistance provided by Las Vegas-based Creative Dynamics, Inc., and Burdeinei Corp.

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