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**DINE NEWPORT BEACH WEBSITE RECEIVES
PRESTIGIOUS MARCOM AWARD**

*New Marketing Initiative in Newport Beach, Calif. Earns Platinum Status
For Website and Mobile Design in First Three Months of Launch*

Newport Beach, Calif. (December 5, 2014) –Three months since its debut, the Dine Newport Beach website and it’s sister mobile version have been awarded two highly acclaimed MarCom Awards, which recognize outstanding achievement by marketing and communication professionals. DineNB.com earned two MarCom’s Platinum Status awards, the highest recognition in the creative competition.

“In Dine Newport Beach’s inaugural year, we are thrilled to receive this esteemed acknowledgment from the international marketing community”, says Polly Peak, Dine Newport Beach Director.

Dine Newport Beach launched its new website, DineNB.com in September 2014. The ultimate Newport Beach dining resource, DineNB.com not only provides patrons with essential restaurant information, special offers and promotions, but also has a curated blog with rich content on the Newport Beach culinary community. Furthermore, diners can find information on local food and wine events, including the upcoming Dine Newport Beach Restaurant Week happening Jan. 19 through Feb. 1, 2015.

“DineNB.com is a user-friendly, informative and well-designed site that provides diners simplicity and ease when selecting their next Newport Beach dining experience,” says Ron Schwartz, Newport Beach Restaurant Association board member and owner of Muldoon’s Irish Pub. “DineNB.com showcases a wealth of detailed restaurant information including restaurant features, photos, consumer reviews and links for online dining reservations.”

The Dine Newport Beach team was strategic in their approach to design the website with consumer behavior in mind. With a 70% increase year over year of website visits coming from a phone or tablet, it was imperative to provide a seamless experience from desktop to device. When designing DineNB.com, the team opted for a mobile-first approach.

“The new site has brought the ability to reach consumers while on their mobile devices,” says Mark Rudyk, Director of Digital Marketing for Newport Beach & Company. “Having a responsive-designed site allows consumers the ability to research and reserve their dining needs on the go, no matter where they are.”

Over 6,500 entries from the United States, Canada and 15 other countries competed in the MarCom Awards 2014. Less than 20 percent of submissions receive the Platinum Award, recognizing the highest achievement in quality, creativity and resourcefulness. The competition has grown to the largest of its kind in the world with entrants ranging from individual communicators to media conglomerates and Fortune 500 companies.

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About Dine Newport Beach:

Dine Newport Beach is a strategic marketing initiative cooperatively created and managed by Newport Beach & Company and the Newport Beach Restaurant Association to enhance the economic vitality of the Newport Beach culinary community by showcasing and promoting Newport Beach, California as a dining destination offering innovative cuisine, fresh fare, diverse experiences and exceptional restaurants. For more information about Newport Dining; go to DineNB.com.

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