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## **FOR IMMEDIATE RELEASE**

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### ***Black Diamonds Tourism Website Wins International Award***

Pottsville, PA – **January 6, 2003** - The Black Diamonds Tourism Coalition announced today that their website [www.pacoalhistory.com](http://www.pacoalhistory.com) has been awarded the "Golden Web Award" for 2002-2003. The Golden Web Award is awarded by The International Association of Web Masters and Designers and presented to those sites whose web design, originality and content have achieved levels of excellence deserving of recognition.

The Black Diamonds website, designed and maintained for the Black Diamonds Coalition by Schuyl, Inc, promotes the Anthracite Coal Region of Northeastern Pennsylvania. The unique site features interactive driving tours for visitors to view and help plan road trips to the area. Historical information regarding labor and industry, the Molly Maguires, transportation and much more is contained within the many pages that encompass the site.

"The website is very unique and a great way for people outside of the area to find out about Northeastern Pennsylvania's Anthracite History. It's creative and fun, designing the site with the Black Diamonds Coalition was as much a delight as seeing the site win this international award." Explained Liana Evans, Project Manager for Schuyl, Inc.

Contact information is available for the regional tourism bureaus, historical societies as well as numerous attractions in the Black Diamonds Region. Visitors to the site can also request a printed Black Diamonds Brochure from the site. The Black Diamonds Coalition is planning future enhancements to the site included expanded tourism information and possibly selling Anthracite Region related merchandise.

#### **About Schuyl, Inc.**

Schuyl, Inc. is a quality technology solutions provider to a wide array of broad based accounts. Schuyl, Inc.'s collective experience includes database solutions, web application solutions, communications, public relations, research, training and, of course, information technology.

Solutions include full web site development as well as general web applications involving content management systems, inventory control systems, distribution systems, lead tracking systems and quality assurance programs. More information about Schuyl, Inc., can be found on the web at [www.schuyl.com](http://www.schuyl.com) or by calling Mark Fanelli at 800-597-4222.

#### **About The Black Diamonds Tourism Coalition**

The Black Diamonds Tourism Coalition is an effort put forth by 7 visitors bureaus and 3 Heritage Regions located within Northeastern Pennsylvania. Aimed at promoting Northeastern Pennsylvania's rich anthracite coal mining history, the coalition includes Columbia-Montour Visitors Bureau, Luzerne County Convention & Visitors Bureau, Northeast Pennsylvania Convention & Visitors Bureau, Pocono Mountains Vacation Bureau, Inc., Schuylkill County Visitors Bureau, Susquehanna Valley Visitors Bureau and Endless Mountains Visitors Bureau. Three Heritage Areas that are also included in The Black Diamonds Coalition are The Delaware & Lehigh National Heritage Corridor, Lackawanna Valley Heritage and the Schuylkill River Valley National Heritage Area.

For more information about The Black Diamonds Tourism Coalition contact Janet Allen, Director of Sales & Marketing of the Luzerne County Convention and Visitors Bureau, at (570) 819-1877 or Mark Major, Executive Director of The Schuylkill County Visitors Bureau, at (570) 622-7700.

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