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## **Reunion Tower Wins World Federation of Great Towers Award for Excellence 2016**

*International Honor recognizes Reunion Tower for Innovation in Promotional Activities*

DALLAS/TOKYO, JAPAN – Iconic landmark, Reunion Tower, was recognized at the annual conference of the World Federation of Great Towers (WFGT) as winner of the Award for Excellence–Innovation in Promotional Activities 2016. This is the second year of Reunion Tower’s membership in the organization, and the first WFGT nomination for the tower.

WFGT describes winners of the award as, “[Those that] have created, executed and pushed the boundaries of innovation to come up with an idea or concept that has driven business success and strong [return on investment]. This could be a technical aspect of their tower (such as lighting, engineering, or construction) or more of a marketing, collateral or sales initiative which has driven exceptional results.”

Ms. Dusti Groskreutz, Reunion Tower General Manager accepted the award, “It is a great honor to be judged by our peers throughout the world and to be selected as the winner for Innovation in Promotional Activities. WFGT is made up of over 50 towers, and I am so proud of my team and the work we have accomplished in the last three years.”

Submissions were judged and awarded by WFGT member organizations.

### **ABOUT THE WORLD FEDERATION OF GREAT TOWERS**

The World Federation of Great Towers is an international association of great monuments that includes some of the most famous buildings in the world. Today each new tower strives to top the architectural achievements of the towers that came before. Most of the extraordinary buildings in the World Federation of Great Towers have become a symbol of their cities. Modern ingenuity and technology now make it possible to reach incredible heights, and every few years, records are broken. The World Federation of Great Towers exists to showcase these great towers and celebrate the astonishing feats of architecture and engineering that created them. The Federation also exists to help develop local and international opportunities for its member towers. For more information, please visit: [www.greattowers.com](http://www.greattowers.com)

### **ABOUT REUNION TOWER**

The iconic Reunion Tower is managed by Reunion Tower Operations Co., LLC and owned by Hunt Realty Investments, Inc. Re-opened in the fall of 2013, the GeO-Deck at Reunion Tower offers visitors the only indoor/outdoor observation deck in the city with unique views of Dallas and its surrounding communities at 470 feet above the ground. Interactive exhibits allow visitors an opportunity to discover hidden gems, historic landmarks, museums, parks and more. Visit [www.ReunionTower.com](http://www.ReunionTower.com) for more information. On Facebook, Twitter and Instagram @ReunionTower



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