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### **Bishop's Lodge anniversary campaign recognized with Tourism Association of NM Award**

Santa Fe -- At the state Tourism Conference this month the Tourism Association of New Mexico recognized Bishop's Lodge Ranch Resort & Spa for its 90<sup>th</sup> anniversary campaign in the "Most Successful Public Relations Efforts" category. The campaign helped celebrate the resort's 90<sup>th</sup> anniversary as a resort and included 5 events, a series of corresponding advertisements and 6 press releases yielding 16 media placements.

"Our 90th anniversary was a huge event," says Managing Director Rich Verruni. "We are stewards of this very special piece of New Mexico history. We wanted to celebrate our heritage and let our guests know that they are welcome 'back to the ranch.'"

"With the five special events for the anniversary effort we wanted to give something back to the community," says Sales & Marketing Director Becky A. Ellis, CMP. "Many residents of Santa Fe and New Mexico have celebrated weddings and special occasions here. We're part of that."

Bishop's Lodge celebrated its 90th anniversary as a resort last year, and is home to the historic Lamy Chapel, built by New Mexico's first bishop, Jean-Baptiste Lamy in 1853. In 1915 the Pulitzer family from St. Louis bought the property and built the first three structures, the North Lodge, South Lodge and Central Lodge which are all still standing. In 1918 the Thorpe family from Denver bought the property and established it as a resort.

Bishop's Lodge Ranch Resort & Spa is now a full-service resort with 111 rooms in 15 lodges on 450 acres along the lush Tesuque Valley and adjacent to the Santa Fe National Forest.

On-site activities include horseback riding, tennis, skeet and trap shooting, hiking, mountain biking, badminton, horseshoes and croquet. Amenities include the award-winning ShaNah Spa and Wellness Center, fitness room, movement studio for daily yoga, TaiChi and pilates classes, heated outdoor swimming pool, fine dining, poolside bar and grill, meeting facilities, catering services, and Camp Appaloosa Kids' Camp.

For more information please visit:

[tanm.org](http://tanm.org)  
[Bishopslodge.com](http://Bishopslodge.com)