



THE HIGHEST ACHIEVEMENT IN THE
NORTH ALABAMA TOURISM INDUSTRY

PEAK AWARDS

**NORTH
ALABAMA™**
ALABAMA MOUNTAIN LAKES
TOURIST ASSOCIATION

NOMINATION FORM

Deadline for entry into the 2025 Alabama Mountain Lakes PEAK Awards is Friday, August 1, 2025.

There will be nine awards presented at the AMLA Annual Meeting on September 18, 2025 at The Venue at Coosa Landing.

PEAK AWARD CATEGORIES

- **ORGANIZATION OF THE YEAR**

This award will be given to the AMLA member organization that has contributed significantly to the betterment and development of tourism in North Alabama in the past year. (2024 recipient was Bear Creek Development Authority.)

- **EVENT OF THE YEAR**

This award will go to the AMLA member special event/festival that has made a great contribution to tourism in the past year. (2024 recipient was Red Bay Founder's Fest.)

- **ATTRACTION OF THE YEAR**

This award will go to the AMLA member attraction that has made a great contribution to tourism in the past year. (2024 recipient was Scottsboro Boys Museum.)

- **"GOOD NEIGHBOR AWARD"
FRIEND OF TOURISM AWARD**

This award will go to a person or organization whose body of work has had a significant impact on tourism in the past year. (2024 recipient was Good Culture.)

- **CHAIRMANS CUP**

Given annually to a travel writer or media person who has demonstrated long-standing support of AMLA, the region and its tourism activities. (2024 recipient was Freelance Writer Lisa Battles.)

- **NORTHERN STAR AWARD**

History tells us that tourism really began by the navigation of the of the stars; therefore, those who work as rangers, guides and front line people and who have gone "above and beyond" expectations are to be nominated for this award. (2024 recipient was David Young,

Wheeler National Wildlife Refuge.)

- **YOUNG PROFESSIONAL OF THE YEAR
"Green Apple Award"**

Awarded to a young person who has been in the tourism business less than seven years and has exhibited extraordinary leadership skills and initiative associated with his/her position. (2024 recipient was Lillie Beth Warner, former Communications Director for Morgan County Tourism.)

- **LASTING IMPRESSION AWARD**

This award will go to an attraction, event, person, or organization that has provided a "lasting impression" on tourists thereby improving the overall image of tourism in North Alabama. (2024 recipients was Camp Courage.)

- **TOURISM PROFESSIONAL OF THE YEAR**

This award will go to an individual or employee of an AMLA member organization who has made a great contribution to tourism in the past year. (2024 recipient was Dr. Kimberly Robinson, CEO and Executive Director of the U.S. Space and Rocket Center.)

DEADLINE: All entries must be received by August 1, 2025.

MAIL OR EMAIL NOMINATION FORMS TO:

Tourism Awards Committee
Alabama Mountain Lakes Tourist Association
P.O. Box 2537, Decatur, AL 35602
Email: Angie@northalabama.org

2025 PEAK AWARDS NOMINATION FORM -- DEADLINE IS FRIDAY, AUGUST 1, 2025

Please nominate only one person or organization per category. Entrants may not nominate themselves or their organizations.

Award Category: _____

Nominee Name: _____

Phone #: _____

Business Affiliation (if any): _____

Person Submitting Nomination: _____

Your Business Affiliation: _____

Your Address: _____

Your Telephone #: _____

Please attach a brief statement explaining why this nominee is deserving of the award.