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Contact: Heather George, 313-832-2210, hgeorge@loviogeoorge.com
Megan Ewend, 313-832-2210, mewend@loviogeoorge.com

Detroit Metro CVB Honors Detroit Resident at 20th Annual Recognition of Service Excellence (ROSE) Awards

DETROIT (September 2, 2014) — Detroit resident, Mamie Burton, Volunteer at the Detroit Metro Convention & Visitors Bureau (DMCVB), won a Recognition of Service Excellence (ROSE) Award and was recognized along with more than 250 of metro Detroit's most outstanding hospitality professionals for her exceptional service contributions at the DMCVB's 20th annual ROSE Awards on Wednesday, August 27 at the Fox Theatre.

Burton, winner in the Volunteer category, has volunteered for the Belle Isle Clean Up, Michigan DECA, DMCVB Annual Meeting and the ROSE Awards. She spends so much time in the DMCVB office, that she is often mistaken for a DMCVB employee.

Burton is also very active in her church, serving on the hospitality ministry, senior resource ministry and volunteers ministries at the Gailee Missionary Baptist Church of Detroit. She volunteers at numerous other organizations including the Detroit College Promise and American Heart Association.

She received many kind compliments from voters, including: "Her lifestyle speaks for itself, she gives the title 'willing worker' a new definition," "When she volunteers she does it from her heart as that lovely smile of hers lights up a room" and "Helping/volunteering could be her first name."

"The metro Detroit hospitality industry is a significant aspect of our local economy contributing nearly \$6 billion every year," said DMCVB President & CEO Larry Alexander. "The ROSE Awards allow the community an exceptional opportunity to thank and honor the men and women, like Ms. Burton, who are dedicated to providing a positive experience to visitors of the region."

Celebrating its 20th anniversary, the ROSE Awards was created to salute the individuals working tirelessly behind the scenes to make the metro Detroit hospitality industry shine.

Winners received lunch with Larry Alexander, DMCVB president and CEO, dinner for two, tickets to the Henry Ford Museum and Greenfield Village, tickets to a Detroit Tigers game, a dozen roses and the prestigious ROSE award designed by The Glass Academy founder, Chris Nordin.

ROSE Award sponsors included Delta Air Lines, The Henry Ford, People's Transit, Wesley Berry Flowers, Detroit Tigers and Full View Productions.

The Detroit Metro Convention & Visitors Bureau is a private, not-for-profit organization whose mission is to market and sell the metropolitan Detroit area on a worldwide basis as a destination for leisure and business travel including conventions, trade shows, corporate meetings, tours and incentive travel and as a film location to maximize additional visitors, visitor expenditures, state and local tax revenues, and job opportunities. More than 700 businesses are represented in the DMCVB's membership. The DMCVB was founded in 1896 as the world's first convention and visitors bureau. Visit www.visitdetroit.com.



211 W. FORT ST.
SUITE 1000
DETROIT, MI 48226

313.202.1800
F: 313.202.1808