

## FOR IMMEDIATE RELEASE

### **Detroit Metro CVB Honors Detroit Resident, Hart Plaza Events Coordinator as Service Winner at Annual Recognition of Service Excellence (ROSE) Awards**

DETROIT (August 30, 2013)— Detroit resident Lynnetta Shaw, Events Coordinator at Hart Plaza, won a ROSE Award and was recognized along with more than 150 of metro Detroit's most outstanding hospitality professionals for her exceptional service contributions at the Detroit Metro Convention & Visitors Bureau's (DMCVB) annual ROSE Awards on Wednesday, August 28 at the Detroit Institute of Arts.

Shaw, winner in the Attractions and Casinos category, goes above and beyond to make sure that events go off without a hitch. Always professional and thorough, she works with organizers to present Hart Plaza and the City of Detroit in the best light.

"With more than 20 million visitors to the metro area each year, the hospitality industry is a significant aspect of the local economy," said DMCVB President & CEO Larry Alexander. "The ROSE Awards allow the community a unique opportunity to thank and honor the men and women, like Ms. Shaw, dedicated to providing a positive experience to visitors of the region."

Established in 1994 by the DMCVB, the ROSE Awards is an annual event dedicated to honoring front-line hospitality workers throughout the region who work tirelessly to deliver outstanding customer service in their industry.

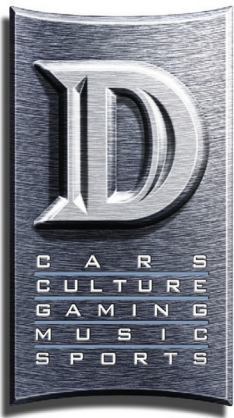
ROSE Award nominations were provided by clients, guests, supervisors and the general public. One winner in each of the six categories of: Attractions and Casinos, Behind the Scenes, Hotels, Restaurants, Transportation and Volunteers was chosen on a strict set of criteria including outstanding customer service, ability to problem solve effectively, workplace attitude, knowledge and expertise. One Overall Service Champion, selected by a panel of expert hospitality professionals, was also recognized.

Winners received a prize pack which included gift certificates and tickets to some of the area's most popular restaurants and attractions, a dozen roses and the prestigious crystal ROSE award.

WXYZ's JoAnne Purtan served as Mistress of Ceremonies for the evening which included entertainment by DJ Prevu and NUCLASSICA, performances by speed painter Dave Santia and more. ROSE Award sponsors included Delta Air Lines, People's Transit, Wesley Berry Flowers, Detroit Tigers and Cavalier Pictures.

#### About Detroit Metro Convention & Visitor Bureau

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](http://www.visitdetroit.com).



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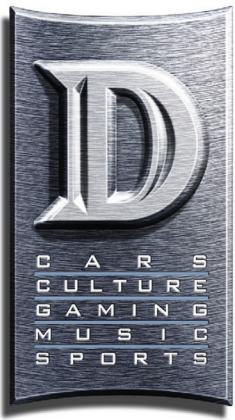
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