



## **Press Release**

**CONTACT:** Janene Charbeneau  
804.783.7411  
Fax -- 804.780.2577  
[jcharb@richmondva.org](mailto:jcharb@richmondva.org)

### **Recognizing the Value of Frontline Employees with the *Easy to Love* Customer Service Award**

Richmond, Va. (February 13, 2007) - Richmond Metropolitan Convention and Visitors Bureau (RMCVB) invites Richmond Region hospitality and tourism industry to show their appreciation for outstanding staff members with the RMCVB *Easy to Love* Customer Service Award. Nominations are now being accepted for this year's award, which honors an employee who has shown exemplary performance and commitment to high-level customer service with a \$500 cash prize and commemorative plaque.

Presented annually by RMCVB, the *Easy to Love* Customer Service Award recognizes the importance of frontline hospitality employees to the Richmond Region tourism community. The award honors an individual who has proven to be an exceptional representative of the Richmond Region by consistently providing top-notch customer service, often going far beyond the call of duty. Eligible nominees include all Richmond Region non-management frontline employees, as well as behind-the-scenes service staff members who play a part in enhancing the customer experience.

The 2007 award winner will be presented with the \$500 cash prize and commemorative plaque at RMCVB's Annual Discover America Week Community Awards Luncheon Thursday, May 10. Nominations must be delivered to RMCVB by Friday, April 6. For the complete award description, judging criteria and nomination procedure, visit

<http://visit.richmond.com/localpartners/upcomingevents.aspx>

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The award is part of RMCVB's celebration of Discover America Week, when destinations across the nation promote the powerful economic, social and cultural impacts of travel and tourism through local events and celebrations. Additional Discover America Week events include the May 5 Great Richmond Region Adventure, a one-day community adventure race through the streets of Downtown Richmond and the Great Richmond Region T-Shirt Design Competition, which invites Richmond Region residents to submit their original designs for the official race day T-shirt. To learn more about these exciting community activities, visit

<http://visit.richmond.com/localpartners/upcomingevents.aspx>

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*The Richmond Metropolitan Convention & Visitors Bureau innovatively markets the Richmond Region's diversity and quality of attractions as a world-wide tourism destination as well as a convention & meeting destination. The Bureau manages the Visitor Center in the Greater Richmond Convention Center and at the Richmond International Airport.*

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