

# NEWS RELEASE

Rockford Area Convention & Visitors Bureau



## **RACVB Recognizes Excellent Customer Service** *Great Day in Rockford Winners Announced*

**IMMEDIATE RELEASE**

July 26, 2013

**ROCKFORD, IL** — It's a great day in the Rockford Region, and the Rockford Area Convention & Visitors Bureau continues to recognize the people who make it great.

Each month the RACVB recognizes visitor industry employees who go above and beyond by providing excellent customer service. The RACVB presents two awards each month to visitor industry employees – i.e., front desk staff at an attraction or hotel, wait staff, sales staff, cleaning staff – who take customer service to the next level.

"These employees are on the front lines, creating an exceptional experience for visitors to our area," said John Groh, RACVB president/CEO. "A positive first impression and great customer service keep people coming back for more. We want to recognize those industry employees who go out of their way to make that difference."

It's A Great Day in Rockford Service Award winners for June are:

- Kate Sullivan, Owner, Kate's Pie Shop
- Jen Lancaster, Owner, Bath and Body Fusion

**Area residents are invited to submit nominations:** Have you experienced excellent service? Were you "wowed" by someone going the extra mile? If so, send an email to Bridget French at [b french@gorockford.com](mailto:b french@gorockford.com).

*RACVB is a private, non-profit organization established in 1984 to champion efforts to promote the Rockford Region as an overnight visitor destination. The RACVB adds wealth to the region's economy by investing in marketing programs that grow tourism.*  
[www.gorockford.com](http://www.gorockford.com)

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**FOR MORE INFORMATION:**

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