

FOR IMMEDIATE RELEASE

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**SARATOGA CONVENTION & TOURISM BUREAU WINS
GOLD SERVICE AWARD FOR 2012**

Presented by *Meetings & Conventions* magazine

SARATOGA SPRINGS, N.Y. --- A dedication to quality service is the key to maintaining customers and is also the key to winning *Meetings & Conventions*' Gold Service Award. This prestigious award honors Convention & Visitors Bureaus that have excelled in professionalism and dedication in their service to meeting professionals.

This year the readers of *M&C* awarded 84 domestic and 16 international CVBs and tourism boards with the Gold Service award distinction and the Saratoga Convention & Tourism Bureau has been included with this year's honorees. Relying on their extensive industry experience in both corporate and association markets, *M&C*'s readers made selections based on key criteria. Criteria included: professionalism of staff; support on hotels and site inspections; assistance with ground transportation planning; guidance on local attractions; and liaison with local vendors and services.

"To continually provide quality service to clients sets these superior bureaus apart. All our Gold Service winning CVBs know the value of creating a lasting impression can never be understated" said Kirk Lewis, *Meeting & Conventions*' Publisher. "the 2012 Gold Service winners continually excel in many valuable areas of service, impressing not only their clients but also the demanding readers of *M&C*. "Lewis adds, "Our entire staff joins *M&C*'s readers in honoring these outstanding CVBs and tourist boards who continue to focus on effective working partnerships with meeting professionals."

Todd Garofano, President of the Saratoga Convention & Tourism Bureau said, "I am so very proud and excited for the staff of the Bureau! The *M&C* Gold Service Award embodies the hard work, dedication, creativity and passion our staff brings to the office every day. This recognition is shared with our hospitality partners, Bureau members, Board of Directors, County and City leaders and our entire community who continue to support the Bureau's efforts in marketing Saratoga County as a global destination for conventions, meetings and events."

Winners will be featured in *Meetings & Conventions*' Gold Awards issue published this November.

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Saratoga Convention & Tourism Bureau is a key economic development engine for this community, the mission of the Saratoga Convention & Tourism Bureau is to contribute a positive impact on the local economy by promoting and marketing Saratoga Springs and Saratoga County as a world-class destination for meetings, conventions and groups. Visit www.discover saratoga.org