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Contact: Mindy Mace

614-841-2545

cvbwmace@aol.com

CONVENTION & VISITORS BUREAU OF WORTHINGTON AND
HOLIDAY INN COLUMBUS/WORTHINGTON JOIN TOGETHER
TO PROMOTE A HOMETOWN HERO PROGRAM

WORTHINGTON, OH, APRIL 24, 2009 – The Convention & Visitors Bureau of Worthington and the Holiday Inn Columbus/Worthington have joined together to develop a Hometown Hero program to increase business and produce funds for the Peggy R. McConnell Arts Center of Worthington.

The Hometown Hero program is searching for Worthington businesspersons or residents who are affiliated with an organization or corporation that has the need for convention and meeting space, overnight rooms or a location for a catering event. When they assist in booking this business at the Holiday Inn Columbus/Worthington and the meeting or event takes place, a donation will be made to the McConnell Arts Center of Worthington. Every overnight sleeping room utilized will produce a donation of \$5 per room night. A catering event will produce a donation of 3 percent of revenue. For example, a three-day meeting with 50 sleeping rooms per night for two nights would generate a \$500 donation. Donations will be made to the Arts Center in the name of the person who assisted in booking the business.

We are proud to kickoff our program by honoring our first Hometown Hero, Larry France of France & Associates. He assisted us in booking three meetings with the Professional Insurance Agents of Ohio. This business will produce an \$1800 donation to the McConnell Arts Center of Worthington. “What I want people to know is this can be done with very little effort. I made a phone call to the executive director of the association, asking them to visit and consider the Holiday Inn for these meetings,” said France.

“The Convention & Visitors Bureau of Worthington is excited about what the new arts center means to the residents in our community and believes all the activities it has to offer our visitors will make it a destination point,” said Mindy Mace, executive director of the convention bureau. “As a new attraction in our community, the convention bureau wants to contribute to its success, while developing business for the Holiday Inn, our major bed tax hotel.” “The Holiday Inn Columbus/Worthington appreciates what the new arts center represents for Worthington,” said Vijay Phatak, general manager. “We look forward to giving back to our community through these donations, while connecting to our local businesses and residents.”

“This is a fantastic way to support our community”, said Cathy Lyttle, board president of the McConnell Arts Center of Worthington. “We are very appreciative of the CVB and the Holiday Inn’s innovative efforts to recognize and embrace our Arts Center. Worthington is known as a community that supports worthwhile projects and works together to get things done; this is another great example.”

All the partners believe there are several entities in the Worthington community who will benefit from the Hometown Hero program. Convention and meeting business benefits the hotel, while it increases traffic for Worthington attractions, shopping areas and restaurants. Bed tax revenue will be increased for the city and the convention bureau. The program will assist the McConnell Arts Center in their fundraising efforts, while giving local businesses and residents the opportunity to give back to their community. The McConnell Arts Center is set to open later this year.

If you want to become a Hometown Hero for Worthington by participating in this program, please contact the following individuals:

Mindy Mace, Executive Director
Convention & Visitors Bureau of Worthington
614-841-2545
cvbwmace@aol.com

Melissa Latvala, Director of Sales
Holiday Inn Columbus/Worthington
614-436-0700
melissa.latvala@ahihotels.com