



FOR IMMEDIATE RELEASE:

GSCVB NAMES 2007 SPOTLIGHT AWARD RECIPIENTS

Pioneer Valley, MA-- (February 23, 2007)— The Howdy Awards Committee of the Greater Springfield Convention and Visitors Bureau (GSCVB) has selected Geoffrey and Linda Post, founders of the Paradise City Arts Festival, as recipients of the 2007 Spotlight Award.

The Spotlight Award is bestowed at the GSCVB's annual Howdy Awards for Hospitality Excellence. Unlike the winners in eight Howdy Award categories who are selected by hospitality judges from outside the Pioneer Valley, the recipients of the Spotlight Award are chosen by the Committee based on their dedication and outstanding contribution to the region's hospitality industry and the long-term impact their efforts have had on tourism in the Pioneer Valley.

The husband and wife team, both practicing artists, brings nearly thirty years of experience in marketing fine art and designer craft to the Paradise City Arts Festival, which is currently in its 13th year. "The Posts have been instrumental in supporting a wide variety of artistic ventures and have consistently shown support for artists. The Paradise City Arts Festival has been a beacon for visitors to our region for many years, and the Posts are ideal recipients of the Spotlight Award," said Gregory B. Chiecko, chairman of the GSCVB. The pair will receive their award on May 15 during the 12th Annual Howdy Awards for Hospitality Excellence at the Log Cabin Banquet & Meeting House in Holyoke.

Hailed by *Boston Magazine* for offering "remarkable art, stylish crafts, great food and cool jazz!", the Paradise City Arts Festival features top-quality crafts, arts and sculptures by 275 exhibitors from over 40 states. It will be held May 26-28 and October 6-8, 2007 at Northampton's Three-County Fairgrounds. For additional details about the Festival, visit www.paradisecityarts.com.

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The Howdy Awards, produced annually by the GSCVB since 1996, recognize front-line employees in the hospitality industry who go above and beyond in the performance of their duties and provide outstanding service to their guests and customers. By doing so, these hospitality professionals contribute to the economic vitality of the businesses they serve and the region overall.

Sponsors of the 2007 Howdy Awards for Hospitality Excellence include *The Republican*, MassLive.com, Eastern States Exposition, The Log Cabin/Delaney House, Yankee Candle Company, the Massachusetts Convention Center Authority, Global Spectrum and Six Flags New England.

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