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PALM BEACH COUNTY CONVENTION AND VISITORS BUREAU

2009 Providencia Awards Received by Uniquely Palm Beach County Attraction and Legendary Palm Beach Hotel

Palm Beach County, Fla. (November 18, 2009) – During a special ceremony following the Palm Beach County Convention & Visitors Bureau's (PBC CVB) 2010 Sales & Marketing Plan Presentation two recipients were awarded the prestigious **Providencia Award** on November 12 at the Palm Beach County Convention Center. The annual award recognizes the leaders and organizations who have significantly contributed to the County's tourism industry.

The winners are selected by the PBC CVB's PR Committee through an objective scoring process based on essays and collateral submitted by each nominee. The recipients selected this year represent the diverse geography of the County. The Colony Hotel in Palm Beach won the Providencia Award in North County and the Morikami Museum & Japanese Gardens in Delay Beach won in South County.

"The Providencia Award is Palm Beach County's most important symbol of recognition for the local tourism community," said Jorge Pesquera, president and CEO of the PBC CVB. "The CVB celebrates with our tourism partners in recognizing The Colony Hotel and the Morikami Museum for their extraordinary contribution to the vitality and prosperity of The Palm Beaches as a major travel destination."

Attendees were welcomed by a dramatic show of traditional Japanese drum playing provided by the Morikami Museum. Following the award ceremony, attendees were invited to a reception at the Convention Center where Avery Sommers entertained with songs from her cabaret show at The Colony Hotel's Royal Room.

Receiving the award on behalf of the Morikami Museum was Bonnie LeMay, Park Administrator. "The Morikami Museum and Japanese Gardens is honored to be a recipient of the Providencia Award. The recognition by the CVB has validated how far The Morikami has come over the past 33 years and how much The Morikami Museum and Japanese Gardens has grown," said LeMay.

Welcoming hundreds of thousands of visitors to experience the living culture of Japan, the Morikami Museum & Japanese Gardens in Delray Beach sits on 16 acres of traditional and contemporary Japanese gardens. The Yamato-kan, a charming Japanese-style house, has educated and entertained visitors for more than three decades. More than 100 traditional festivals and events occur throughout the year at the Morikami Museum. With more than

170,000 visitors annually, the Morikami Museum contributes to local tourism in its mission to bring local, national and international audiences to visit and vacation.

Receiving the award on behalf of The Colony Hotel was Roger Everingham, General Manager. “This is truly a great honor for everyone associated with The Colony Hotel,” said Everingham. “We have made the inner circle and we’re justly proud. This award is the culmination of almost a decade of effort and huge amounts of creativity on the part of our staff, managers and owners."

For more than 60 years, The Colony Hotel has been at the center of Palm Beach society, hosting Presidents and Royalty, movie stars and corporate czars. The four-diamond hotel recently completed an $18-million renovation. Through the hotel’s popular Royal Room Supper Club, The Colony has secured its reputation as Palm Beach County’s home of the Great American Songbook. Entertainers headlining the Royal Room have included Debbie Boone, Diahann Carroll, The Four Freshmen, Jack Jones, Marilyn Maye, Faith Prince, Ben Vereen, Mary Wilson, Avery Sommers and many more.

Previous award recipients include The Raymond F. Kravis Center for Performing Arts, The Ritz-Carlton, Palm Beach, Marathon of the Palm Beaches, The Breakers, the Norton Museum of Art, the Boca Raton Resort & Club, the South Florida Fair and Expo, SunFest, Jack Nicklaus, Delta Air Lines, Alex W. Dreyfoos, Jr., and the Palm Beach Kennel Club. The Providencia Award was first presented to Burt Reynolds in 1989.

About Palm Beach County Convention and Visitors Bureau
The Palm Beach County Convention and Visitors Bureau is the official destination marketing organization for Palm Beach County, Fla. Tourism is among Palm Beach County’s major industries generating a direct annual economic impact of $2.8 billion in the local economy, producing $23 million dollars in bed-tax revenue and lodging sales of approximately $623 million. Palm Beach County presents “The Best of Everything®” – from a multitude of accommodations, including more than 200 hotels, resorts, spas, golf courses, world-class shopping, 47 miles of pristine beaches, distinctive attractions and an assortment of cultural venues to top-notch festivals and edge-of-your-seat sporting activities. All who visit this subtropical paradise will find cities rich in diversity and home to warm, friendly people.

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