



**PRINCETON REGIONAL  
CHAMBER OF COMMERCE**  
*champions for business*

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**FOR IMMEDIATE RELEASE**

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**Second Annual Toast to Tourism Award Winners Announced**

**Princeton, NJ – Wednesday, August 3rd, 2016** – The Princeton Regional Convention and Visitors Bureau and Princeton Regional Chamber of Commerce are pleased to announce the second annual Toast to Tourism Awards, scheduled for **Tuesday, September 13<sup>th</sup>, 2016**, from 8:00 a.m.-10:00 a.m. at The Boathouse at Mercer Lake. The ceremony will include four award presentations, and address the importance of tourism in the region and in the state of New Jersey.

The awards breakfast will honor leaders in the tourism industry who have enhanced and expanded tourism through their enthusiasm, passion, and dedication, and have made a significant promotional and economic impact in the industry in the Princeton-Mercer Region. The **Salute to Service Award** will be presented to **Lori Rabon** of Palmer Square Management and the Nassau Inn; along with the **Tribute to Tourism Award** presented to **Art All Night Trenton**. The Praise for Performance Award will be presented to two exemplary frontline employees who have demonstrated superior service above and beyond the call of duty. Nominations are now being accepted for these awards.

In addition to the award presentations, Brian Tyrrell of Stockton College will present the 2015 “Economic Impact of Tourism in the Princeton Region” study. **Mercer County Executive Brian Hughes** will also provide welcoming remarks. The County has partnered with the Princeton Regional Convention and Visitors’ Bureau (PRCVB) to design and implement the Mercer County Branding Campaign. An update will be provided of the PRCVB work in conjunction with the EFK Group. In addition, **Simpleview Inc.** will reveal the new **VisitPrinceton.org website** and the PRCVB will also reveal a new **promotional video for tourism in the Region**.

“The tourism industry in the Princeton-Mercer Region has so much to be proud of in terms of its contributions to the local economy. The Toast to Tourism event will be an opportunity to celebrate these accomplishments, and the individuals who have helped pave the way for tourism in the region,” said Peter Crowley, President & CEO of the Princeton Regional Chamber of Commerce.

The event is anticipated to attract 150 tourism and business professionals and is sponsored by Palmer Square Management, the Aboodi & Hoffman Families, The Boathouse at Mercer Lake and The Nassau Inn. Tickets are \$50 each and include breakfast and attendance at the Awards Program. Sponsorships are still available. Please direct all inquiries to Kara Grimes, Director of Development, at (609) 924-1776, ext. 100 or [kara@princetonchamber.org](mailto:kara@princetonchamber.org). Further information about the event can be found at [www.princetonchamber.org](http://www.princetonchamber.org).

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**The Princeton Regional Chamber of Commerce** – The Princeton Regional Chamber of Commerce is a membership organization committed to promoting business growth within the Princeton Region and surrounding areas. With more than 4,500 individual contacts and more than 1,250 Member companies, the Princeton Regional Chamber of Commerce membership is primarily focused in five central New Jersey counties and stretches as far as New York, Philadelphia and Canada. More information about the Chamber can be found at; [www.princetonchamber.org](http://www.princetonchamber.org).

**The Princeton Regional Convention and Visitors Bureau**- The Princeton Regional Convention and Visitors Bureau is the State supported Destination Marketing Organization serving the more than 2 million visitors who visit the Princeton Mercer Region in Central New Jersey.  
More information can be found at; [www.visitprinceton.org](http://www.visitprinceton.org)