



For Immediate Release

Contact: Christine Loomis, Editor
415-339-9355; cloomis@smartmeetings.com

2011 PLATINUM CHOICE AWARD WINNERS CHOSEN
Select Hotels and CVBs Earn Coveted Recognition

Sausalito, Calif. (October 18, 2011) – *Smart Meetings* magazine, the industry’s premier resource for meeting professionals, today announced the winners of its eighth annual Platinum Choice award. This prestigious award recognizes excellence in service and amenities among meeting facilities in the U.S., Canada, Mexico and the Caribbean.

This year, for the first time, a category was added for Convention and Visitor Bureaus across North America.

Out of thousands of qualified properties and organizations, only a few meet the criteria. Winners earn this recognition by setting exemplary standards in a range of categories, including ambience, amenities, breadth of resources, facility quality, guest services, meeting space, meeting packages, recreational activities, restaurant and dining facilities, staff attitude and technical support. They’re chosen by our readers, who vote for their favorites over a two-month period, with additional input from editors and industry experts.

“Our 2011 winners set the bar high in every way, not the least of which is having staff with a positive, can-do attitude that allows them to exceed expectations across the board,” said Marin Bright, founder and publisher.

The elite group of honorees will be celebrated in the December issue of *Smart Meetings* magazine and on the magazine’s website, smartmeetings.com.

Smart Meetings is published monthly, in print, digitally and online, by Bright Business Media, LLC, a multimedia company based in Sausalito, Calif. BBM also hosts smartmeetings.com, an award-winning, interactive website, and produces The Smart Meeting and The Smart Mart, live events connecting meeting planners with hoteliers and destination representatives.