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## FOR IMMEDIATE RELEASE

### LCCVB Hosted a Heart of Hospitality Luncheon to Honor Local Hospitality Stars

**Howell, Michigan** (June 9, 2021)- The Livingston County Convention & Visitors Bureau (LCCVB) hosted a Heart of Hospitality Luncheon at 2 Fogs on June 8 to present the 2021 Hospitality with Heart Awards, Hospitality Star Scholarships, and a Community Influencer Award.

In the past year, several Livingston County businesses stepped up and donated funds, equipment and food to aid the community during the COVID-19 crisis. There were four businesses in the hospitality and tourism industry whose outstanding contributions stood out. The LCCVB awarded Hospitality with Heart Awards to Jonna's Market, Crystal Gardens, Tanger Outlets in Howell and Homewood Suites by Hilton Brighton.

Jonna's Market delivered over 500 hot meals to St. Joseph Mercy Livingston Medical Staff.

"When we heard that the staff did not have time to run down to the cafeteria and eat on their breaks, we knew we could help by supplying hot, ready to eat meals. This community has always supported Jonna's Market and I am determined to always return the favor whenever I can," said Michael Jonna, owner of Jonna's Market.

Both Tanger Outlets in Howell and Homewood Suites by Hilton Brighton offered their spaces to the American Red Cross to host much needed blood drives during the critical time.

Crystal Gardens initiated the "Feed Our Frontline Heroes" program. They delivered over 2,000 boxed lunches to local hospitals, law enforcement, EMS, fire departments and urgent care facilities.

"It was truly the most rewarding thing me and the Crystal Gardens staff have ever had the pleasure of doing," said a staff member from Crystal Gardens.

"Although we were unable to meet with all our local partners in person at our Annual Partner Meeting this year, our Board of Directors wanted to shine light on stars in our community by hosting a recognition luncheon. Even though numerous Livingston County businesses had been struggling financially as a result of the pandemic, many made a commitment to donate money, equipment, food, and other offerings to those who needed it most in light of the health crisis. The LCCVB wanted to recognize the outstanding efforts of four local hospitality and tourism businesses that made significant contributions to the community during the height of the pandemic. Additionally, we recognized three deserving local

students with \$1,500 scholarships and presented a new Community Influencer Award," said Mary Robinson, LCCVB Executive Director.

The LCCVB awarded three scholarships of \$1,500 each to students entering the hospitality and tourism industry. Two scholarships went to Hartland High School graduates, Karlee Sanders who will attend Northwood University and Lilliana Litner who will attend Lawrence Technological University. The third scholarship went to Shelby Rochowiak who is attending Central Michigan University.

The new Community Influencer Award was presented to Pam McConeghy, CEO of Greater Brighton Chamber of Commerce.

"This award was developed to honor persons who are leaders and influencers making significant contributions to their community through their time, actions, talents, and dedication. Pam serves as a role model for service, volunteering for numerous local boards, non-profits, and events. You will find her greeting children as Mrs. Claus during Christmas, covering midnight shifts during the holidays at local shelters, putting in extra hours on committees, spending personal time helping businesses find resources, and more. Pam influences and sparks connections in Livingston County every day and we wanted to recognize her for it, " said Jen Loebig, LCCVB Board Chair.

The LCCVB thanks all hospitality and tourism stars in the Livingston County Community for their contributions and endless support. As we begin to open again, we look forward to welcoming visitors back and showing them the many reasons why we #LoveLivCo.

For more information or updates, please contact Mary Robinson at [mary@lccvb.org](mailto:mary@lccvb.org) or (517) 548-1795

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*The Livingston County Convention & Visitors Bureau is the official destination marketing authority promoting and developing the visitor experience to targeted leisure, business and group travel segments for sustainable community economic growth and quality of place.*