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**The Greater Raleigh CVB Announces Award Winners;
Mitchell Silver and N.C. State University**

RALEIGH, N.C. (September 8, 2008) – The Greater Raleigh Convention and Visitors Bureau gave awards to individuals in the tourism industry who have gone above and beyond their duties and excelled in their particular industries.

Thad Eure, Jr. Memorial Award

The Bureau's longest running and most prestigious award normally goes to an individual or individuals who have made major contributions to the local hospitality industry during the previous year. The award is named for Thad Eure – the late restaurateur, respected businessman and community leader.

This year's award was given to N.C. State University and accepted by Chancellor James Oblinger. For over a decade N.C. State University has partnered with the City of Raleigh and the Convention and Visitors Bureau to bring both prestigious sporting events and national and international meetings and conventions to our area.

The Raleigh area is paradise for anyone with a passion for sports, and N.C. State has played a powerful role in helping to recruit youth, college and amateur sporting events to our area. One of the best examples is N.C. State's willingness to work with the Bureau and host committees to bid on, and win, multiple NCAA tournaments, including the 2002 Women's Basketball East Regional, 2007 Women's Basketball First and Second Rounds, as well as the 2004 NCAA Men's Basketball Tournament.

N.C. State has also hosted six consecutive NCAA College Cups, which are essentially the Final Four of College Soccer with the 2009 College Cup already booked for our area. Each of these tournaments brings more than 1,000 room nights and approximately \$300,000 of visitor spending to the community.

NC State has also been a valuable partner with the Bureau, specifically within the past three years, as it relates to the meeting and convention market. Some examples of secured business for our community are: the Department of Veterinary Science which was instrumental in assisting the booking of the NC Veterinary Medical Association Annual Conference. The Department of Advance Analytics is the host organization for the World Wide Web Conference in May 2010. This prestigious international conference is estimated to bring more than \$1 million in economic impact and could not have been secured without the support of NC State.

John B. Ross, Jr. Leadership Award

The GRCVB's John B. Ross Leadership Award recognizes an outstanding executive management-level individual in the Wake County hospitality industry who displays exceptional leadership skills. The award is given in honor of John Ross, who was the GRCVB Chairman of the Board of Directors in 1995-96. The award exemplifies the courage, leadership, dedication and inspiration that Ross portrayed in the hospitality industry for more than 20 years.

The 13th Annual award was presented to Mitchell Silver, Planning Director of the City of Raleigh Department of City Planning and Urban Design Center. Silver is an award-winning City Planner with more than 22 years of planning experience. He is a nationally recognized leader in contemporary planning issues specializing in comprehensive planning, land use planning and implementation strategies.

Silver was awarded the John Ross Award based on his leadership, vision and management of the City of Raleigh's Urban Planning Department. He brought his wealth of experience to Raleigh in 2005 at a time when Raleigh was emerging not only as a strong contender for state meetings and convention business, but also as destination quickly being noticed for national and international meetings.

The GRCVB's annual luncheon was held at the new Raleigh Convention Center, which opened September 5-6.

The Greater Raleigh Convention and Visitors Bureau. As the official destination marketing organization of Raleigh and Wake County, accelerates sustainable growth and development by increasing visitor and convention business. Through its website, VisitRaleigh.com and other tools, the GRCVB assists local visitors in a variety of ways.

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