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Beverly Hills Launches "Friendly City Awards"

Beverly Hills, CA – The City of Beverly Hills is launching the "Friendly City Awards" to recognize and honor those individuals who have not only provided great customer service, but have done so with a warm and friendly attitude. The Friendly City initiative will ensure visitors and residents come away with a good feeling whenever they shop or dine in Beverly Hills or have business with the schools or City Hall.

The Beverly Hills "Friendly City Awards" is part of the Smart City initiatives launched by Mayor Jimmy Delshad. "A Smart City recognizes that being friendly can make an experience memorable and special – and make people want to return," he said. "What I have learned during my years as a businessman and in community service is, after a while, people forget what you said or did, but they never forget how you made them feel."

Nominations are now open and winners will be selected on an on-going basis by the Mayor. Awards will be presented at events throughout the year and at City Council meetings. Anyone can be nominated from a waiter at a restaurant, a store manager on Rodeo, a City employee, a teacher – even a parking officer who gives you a ticket, but does it in a friendly and courteous manner.

Nomination forms are available at www.beverlyhills.org/friendlycity. In addition, there will be links on the City's partners' websites, including the Chamber of Commerce, the Conference and Visitors Bureau and the Rodeo Drive Committee.

The first awards will be presented at the Chamber of Commerce's 2010 Annual Business Excellence Awards on June 10.

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