



FOR IMMEDIATE RELEASE
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**MCCA ANNOUNCES MATTAPAN & SAUGUS RESIDENT AS JANUARY WINNER
OF ADVANTAGE BOSTON TAXI REWARDS PROGRAM**

Local Taxi Driver Takes Home \$500

The Massachusetts Convention Center Authority (MCCA) today announced the winner of the January Advantage Boston Taxi Rewards program at the Boston Convention & Exhibition Center (BCEC) in an effort to encourage greater cab driver hospitality and to reward those drivers who deliver superb customer service. Charles R. Amisial of Mattapan and Shah Syed of Saugus will both receive \$500.00 for his efforts of going above and beyond customer satisfaction.

“Every part of your trip matters when you go to a city for a convention and we want to thank the cab drivers who act like true ambassadors for the city and treat our visitors with courtesy and respect,” said James E. Rooney, Executive Director of the MCCA. “These monthly drawings will reward drivers who go the extra mile without literally going the extra mile.”

The program officially began in November, 2006 allowing BCEC convention and event attendees the opportunity to evaluate taxi driver satisfaction on the basis of:

- Was your driver courteous and helpful?
- Was the taxi's cleanliness acceptable?
- Was your driver a good ambassador for the city of Boston?
- Did your driver know where he or she was going?

If the passenger believes their driver has demonstrated the criteria on the cards, then riders have the opportunity to pass the card along to the driver, where he or she fills out their contact information and returns it to the BCEC during their next visit. The driver will then be entered into a monthly drawing where two winners will be randomly selected to win \$500.00. MCCA Curbside Managers will hand the Taxi Reward program cards to convention visitors entering taxis.

The Massachusetts Convention Center Authority owns and oversees the operations of the Boston Convention & Exhibition Center, the John B. Hynes Veterans Memorial Convention Center, the MassMutual Center in Springfield, MA and the Boston Common Parking Garage. In 2006, the MCCA hosted 275 events at the BCEC and the Hynes, which drew in 696,522 attendees and generated 648,862 hotel roomnights, as well as \$528 million in economic impact for Greater Boston.

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