



**For Immediate Release:
November 16, 2006**

**Contact: Bridget Perry
617-954-2276**

MCCA ANNOUNCES TAXI REWARDS PROGRAM TO ENCOURAGE HOSPITALITY
Urges Conventioneers to Enter Remarkable Cab Drivers in Monthly \$500 Drawing

The Massachusetts Convention Center Authority (MCCA) today launched the 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. The program will begin tomorrow, November 17, 2006 for DISCO International, a Japanese-English bilingual job fair, which expects to draw more than 5,000 attendees through November 19, 2006.

“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.”

BCEC convention and event attendees will be given 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 fiscal year 2006, the MCCA hosted at the BCEC and the Hynes 276 events with 579,370 attendees that generated 513,000 hotel roomnights and \$435 million in economic impact for Greater Boston.

Large upcoming events at the BCEC include the Real Estate Wealth Expo attracting 50,000 attendees 12/2/06 thru 12/3/06, Microsoft: Key Cities Road Show 2007 bringing 2,000 attendees on 1/24/06 and New England Grows drawing 15,500 attendees 2/6/06 thru 2/8/06.

###