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NEWS

NOMINEES SOUGHT FOR 2010 FLORIDA RETAILER OF THE YEAR AWARD

*Do you know of a Florida retailer or two who deserves to be recognized? If so, please nominate them for the **2010 Retailer of the Year Award for Leadership (ROYAL)**.*

The Florida Retail Federation (FRF) is **accepting nominations now through Wednesday, April 14, for this prestigious, statewide award.** Since being instituted in 1999, the award has honored retailers operating all sizes and types of businesses who blend sound business practices with commitments to their communities, customers and employees. Nominations can be made online at www.frf.org. Just click on the ROYAL logo for details.

“From driving the economy to philanthropic support, retailers make tremendous positive impacts in the communities they serve,” says FRF president and CEO Richard A. McAllister. **“The ROYAL award is a way to pay tribute to just a few of Florida’s many outstanding retailers who contribute so much to the well-being of our state.”**

Nomination criteria: Anyone may make a nomination and may submit more than one retailer for consideration in any given award year. Previous nominees who didn’t receive a top award may be nominated again. **Self-nominations are appropriate.** Nominees must have a physical presence in the operation and / or management of a retail business in Florida. *Please note that for award purposes, retailers are considered those who sell products and services directly to consumers.*

The ROYAL is given to individual retailers; however, the three award categories are based on the nominee’s current company’s annual sales volume. Categories are: less than \$1 million, \$1 to \$10 million, and more than \$10 million. ***Upon being nominated, each nominee will be sent an entry form that must be completed and returned to FRF no later than Wednesday, May 5, 2010.***

The recipients will be honored during a special luncheon held in conjunction with the University of Florida’s nationally acclaimed “Retailing Smarter” symposium on **Thursday, June 24, 2010**, at the Omni Orlando Resort at ChampionsGate, Orlando. The recipients’ nominators will also be invited to attend. Each ROYAL winner will receive a distinctive trophy, local and statewide recognition, complimentary symposium registration, and hotel accommodations in regard to the luncheon.

For more information visit www.frf.org or contact Brenda Grindstaff at 1.888.357.3824 or FRFAwards@frf.org.