

## **Best Western Receives 2012 Best of Wytheville Award**

U.S. Commerce Association's Award Plaque Honors the Achievement

NEW YORK, NY, April 17, 2012 -- For the fourth consecutive year, Best Western has been selected for the 2012 Best of Wytheville Award in the Hotels & Motels category by the U.S. Commerce Association (USCA).

The USCA "Best of Local Business" Award Program recognizes outstanding local businesses throughout the country. Each year, the USCA identifies companies that they believe have achieved exceptional marketing success in their local community and business category. These are local companies that enhance the positive image of small business through service to their customers and community.

Nationwide, only 1 in 250 (less than half of 1%) 2012 Award recipients qualified as Four-Time Award Winners. Various sources of information were gathered and analyzed to choose the winners in each category. The 2012 USCA Award Program focuses on quality, not quantity. Winners are determined based on the information gathered both internally by the USCA and data provided by third parties.

About U.S. Commerce Association (USCA)

U.S. Commerce Association (USCA) is a New York City based organization funded by local businesses operating in towns, large and small, across America. The purpose of USCA is to promote local business through public relations, marketing and advertising.

The USCA was established to recognize the best of local businesses in their community. Our organization works exclusively with local business owners, trade groups, professional associations, chambers of commerce and other business advertising and marketing groups. Our mission is to be an advocate for small and medium size businesses and business entrepreneurs across America.



## **Best Western Wytheville Inn - Wytheville Hotel, Virginia (VA)**

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