



## NEWS RELEASE

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### **BEST WESTERN STERLING INN RECEIVES DIRECTOR'S AWARD FOR QUALITY**

STERLING HEIGHTS, MI, April 8, 2008—The Best Western Sterling Inn in Sterling Heights has received the Best Western Director's Award for outstanding quality standards. The Director's Award recognizes Best Western International hotels with a cleanliness and maintenance inspection score of at least 950 points out of a possible 1,000. Hotels must also meet Best Western's requirements for design and high customer service scores to qualify for the distinction.

"The Director's Award is an important symbol of success," says General Manager Victor Martin. "This award confirms the Best Western Sterling Inn's commitment to providing quality accommodations for our guests. Our housekeeping and maintenance departments have worked hard to achieve this level of excellence."

Located at 34911 Van Dyke Avenue the Best Western Sterling Inn features 246 guest rooms and suites and boasts Metropolitan Detroit's only Hotel Indoor Water Park.

The Best Western Sterling Inn participates in the brand's worldwide, toll-free reservations system, as well as centralized advertising, marketing, purchasing, quality assurance standards, training and interior design services. Reservations may be booked by calling Best Western International's 24-hour, toll-free reservations number at (800) WESTERN. Reservations are also available from Best Western International's Web site at [www.bestwestern.com](http://www.bestwestern.com).

*The Best Western Sterling Inn Banquet & Conference Center located at the southwest corner of Van Dyke and 15 Mile Road in Sterling Heights is a luxurious 246 room full service hotel, banquet and conference center offering many amenities including a 32,000 sq. ft. indoor water park. The indoor water park features a 5,000 sq. ft. zero entry swimming pool, water slide, lazy river, vortex, 2,390 sq. ft. interactive splash play area, full-time lifeguards, indoor running track, state-of-the-art fitness center, video game arcade, two large whirlpools, locker rooms with men's and women's steam rooms, and a poolside snack bar with full bar service. The property also features dining at the award-winning Loon River Café and a 15,000 sq. ft. ballroom accommodating up to 1,400 guests. For more information call (586) 979-1400 or visit [www.sterlinginn.com](http://www.sterlinginn.com).*

#### **ABOUT BEST WESTERN INTERNATIONAL**

Best Western International is THE WORLD'S LARGEST HOTEL CHAIN®, providing marketing, reservations and operational support to over 4,000\* independently owned and operated member hotels in 80\* countries and territories worldwide. An industry pioneer since 1946, Best Western has grown into an iconic brand that hosts 400,000\* worldwide guests each night. Best Western's diverse property portfolio, its greatest strength, stems from a business model designed to give owners maximum flexibility to address market-specific needs. Equally committed to the

business and leisure traveler, Best Western recently embarked on a five-year mission to lead the hotel industry in customer care. Since 2004, Best Western has served as the Official Hotel of NASCAR®. For more information or to make a reservation, please visit [www.bestwestern.com](http://www.bestwestern.com).

\*Numbers are approximate and can fluctuate.

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