

Sterling Event Planners Announces Unique Hospitality Partnership with Colonial Williamsburg

Experienced Event Planning Company to Be Colonial Williamsburg's Primary and Preferred In-House Event Vendor

Williamsburg, VA – June 4, 2010 – Sterling Event Planners of Williamsburg, Inc. announced today its agreement to be Colonial Williamsburg's primary and preferred in-house event vendor. Sterling Event Planners, a Williamsburg-based destination management company, will partner with Colonial Williamsburg to ensure that all guests at Colonial Williamsburg's properties enjoy a unique and unparalleled hospitality experience.

"We're very excited about our new relationship with Sterling Event Planners," said Perry Goodbar, Colonial Williamsburg's Vice President of Hospitality Sales and Business Development. "For many years, Lee and her team have worked with us on many events, so this is a natural fit. They have tremendous knowledge of the entire Historic Triangle Area, plus they manage meetings for many clients throughout the entire country. Sterling is current with the latest industry ideas, and they add 'wow' and pizzazz to all their events."

"Sterling has enjoyed a professional relationship with Colonial Williamsburg for many years, and we've always worked together to create seamless events," said Lee MacLeod, President of Sterling Event Planners. MacLeod actually began her hospitality career with Colonial Williamsburg, back in 1984, as part of the conference sales and service team.

"We are so excited about this new partnership, because it solidifies that relationship and allows us to extend our hospitality services in myriad ways," said MacLeod. "As Colonial Williamsburg's primary and preferred in-house event vendor, we combine our talents to enhance and perfect every group's overall experience."

For more than 19 years, Sterling Event Planners has been recognized as the premier destination management company serving Williamsburg and the surrounding area. Locally owned and operated, Sterling Event Planners specializes in all facets of the hospitality experience, including corporate and association events, guest events, customized historical tours, theming and décor, transportation coordination, and start-to-finish destination management planning and logistics.

"Sterling is built on one premise," said MacLeod. "That is, to provide the highest level of service to all groups coming to Colonial Williamsburg and to help create the most wonderful and lasting memories of Williamsburg for every guest. Our imagination, creativity, and attention to detail set us apart."

“I am delighted about the new partnership between Colonial Williamsburg and Sterling Event Planners,” says Jeanne Zeidler, Mayor of Williamsburg. Colonial Williamsburg's widespread reputation for superior meeting and event facilities and first-rate hospitality is long-standing. Identifying Sterling Event Planners as its preferred vendor is great recognition of the excellent quality of this locally owned business. This partnership promises to ensure that individuals, organizations and businesses that bring events to Colonial Williamsburg properties will continue to experience exceptional customer service—and hopefully they will return often to the area.”

The Colonial Williamsburg Foundation is the not-for-profit educational and cultural organization dedicated to the preservation, restoration and presentation of the 18th-century Revolutionary capital of Virginia. Colonial Williamsburg offers more than 1,000 guest rooms among five hotels, including the landmark Williamsburg Inn, four historic dining taverns and six other restaurants, a full-service 20,000-square-foot spa, 45 holes of golf at the Golden Horseshoe golf courses and 67,000 square feet of conference space centered at the renovated and expanded Williamsburg Lodge.

Williamsburg is located in Virginia's Tidewater region, 20 minutes from Newport News, within an hour's drive of Richmond and Norfolk, and 150 miles south of Washington, D.C. For more information about Colonial Williamsburg, call 1-800-HISTORY or visit Colonial Williamsburg's website at colonialwilliamsburg.com. Purchase of Colonial Williamsburg products and services supports the Foundation's preservation, research and educational programs.

Sterling Event Planners of Williamsburg, Inc. is a locally owned and operated destination management company serving Williamsburg and the related area. Sterling Event Planners delivers exceptional meeting-planning design and management throughout the U.S. and worldwide, thanks to its strong, established relationships throughout the hospitality and meeting-planning industry. Sterling Event Planners is a proud member of Accredited Destination Management Executives (ADME), Meeting Planners International (MPI), Virginia Society of Association Executives (VSAE), and the Greater Williamsburg Chamber and Tourism Alliance.

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