



PRESS RELEASE

FOR IMMEDIATE RELEASE

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***Longest Standing Greater Hollywood Chamber  
Member Recognized for 54 Years of Support!***

**HOLLYWOOD, FL** – On Friday, February 12, 2010, Ms. Elsie Johns of Melina’s Lingerie Shoppe on Hollywood Boulevard was honored during the Greater Ft. Lauderdale Chamber of Commerce’s Centennial Meeting.

Held at the Harbor Beach Marriott in Fort Lauderdale, Ms. Johns, along with other long standing Chamber supporters, were recognized for their many years of doing business in South Florida. The event’s keynote speaker, Thomas J. Donohue, President & CEO of the U.S. Chamber of Commerce, also addressed the honorees.

Considered to be witty and a fun-loving business woman by all who know her, Elsie Johns has been an active member of the Greater Hollywood Chamber of Commerce since 1956. She owns and runs Melina’s Lingerie Shoppe, the oldest Downtown family owned business in Hollywood. Her family founded and has owned the store since 1946.

“My life’s successes and positive outlook is due to my philosophy: Enjoy your work, and don’t forget to live your life, too. It’s as simple as that!” states Johns.

Elsie has been engaged in the Hollywood and Fort Lauderdale community for many years. She currently serves on the Board of the Salvation Army of Broward County and the U.S. Navy League. Other community affiliations include the Fort Lauderdale Museum of Art, the Hollywood Art and Culture Center, the Florida Opera Society and the Broward County Historical Commission to name a few. She was also designated a “Broward County Pioneer” in 1992.

The Greater Hollywood Chamber of Commerce and its Board of Directors would like to thank Elsie for her tireless efforts to grow and strengthen this Chamber.

For more information, please contact Sue Ann Scharon at 954.923.4000 or e-mail [sueann@hollywoodchamber.org](mailto:sueann@hollywoodchamber.org).

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