



PRESS RELEASE

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***Hollywood Chamber Names Local Public Relations Specialist as its 2008 Small Business Person of the Year***

**HOLLYWOOD, FL** – The Greater Hollywood Chamber of Commerce presented its 2008 Small Business Person of the Year award to Mayra Hernández, Senior Account Supervisor/Hispanic Market Specialist of Bitner Goodman, a public relations, marketing and advertising firm in Hollywood.

As a graduate from The Fort Lauderdale Art Institute with a degree in visual communications, Mayra has more than thirteen years experience in community, governmental and media relations. She brings a strong community spirit and broad scope of public relations services to the Bitner Goodman team.

She has been instrumental in garnering local, national and international publicity for clients such as Winn-Dixie Stores, Simon Malls, Seminole Hard Rock Hotel & Casino, The National Hockey League, The City of Hollywood (Florida), American Express' Latin American and Caribbean Division and Dow Chemical.

Presently, as Account Manager for Winn-Dixie Stores Southern Region, Hernández is responsible for developing and implementing neighborhood-specific PR programs and marketing initiatives for more than 125 stores. This includes special events, promotions, strategic partnerships and community outreach initiatives in the South Florida Hispanic market.

Hernández' spirit of community extends internationally. She currently is the chairwoman of the board of directors for Hollywood Sister Cities International Program where she has traveled abroad promoting cultural and governmental exchanges. She has spearheaded many projects for the program including "Global English," an on-line classroom providing courses in English as a second language to high school students abroad.

Mayra has served on Hollywood's Hispanic Affairs Council, Community Development Advisory Board and presently sits on the boards of the Hispanic Heritage Council of Miami, Greater Hollywood YMCA and the Hollywood Jaycees. In 2006, Mayra was named a "Hispanic Woman of Distinction" for her significant contributions to the South Florida community.

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Other honors include a Silver Anvil Award of Excellence from PRSA for the campaign she co-developed for the Florida Department of Transportation entitled *“Tamiami Trail—The Future is Up to You”*.

For more information, please contact Marketing & Communications Manager Sue Ann Scharón at 954.923.4000 or e-mail her at [sueann@hollywoodchamber.org](mailto:sueann@hollywoodchamber.org).

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