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3H'S LYNN BRANSCOME NAMED MARCH OF DIMES' EVENT AND REVENUE CHAIR FOR LAKE CITY'S 12TH ANNUAL SIGNATURE CHEF'S AUCTION

Lake City, FL (June 8, 2016) – 3H Group Hotels' Lynn Branscome, General Manager of Fairfield Inn & Suites Lake City, has been selected by the March of Dimes organization to represent the March of Dimes NCFL Division as the Event Chair and Revenue Chair for the upcoming 12th Annual Signature Chef's Auction. Usually these roles are handled by two separate chairmen, but this year, Lynn will be taking on both roles, herself.

In her roles as Event Chair and Revenue Chair, Lynn will have a wide range of responsibilities. As Revenue Chair, Lynn will be responsible for retaining 75% of the event's goal money to be raised through sponsorships, engaging a committee of peers to sell sponsorship and set individual goals, and she will serve as the spokesperson for the event to Corporate prospects. As Event Chair, Lynn will be responsible for securing \$16,000 in net revenue, and she will be responsible for recruiting and orienting the Auction Chair, Fund the Mission Char, Culinary Chair, and Logistics and Communications Chairs – each of which are responsible for attaining specific financial objectives.

"I am so honored that I was selected for the role for this year's Signature Chef's Auction," said Lynn. "As I realize my responsibilities are indeed great, I know I will succeed because I have amazing volunteers, who happen to also be on my staff, to assist me. Together we will show our community that Fairfield Inn & Suites supports its own."

Lynn has recruited fellow 3H team members, Josh Tabares, Director of Sales, and Carol Smith, Breakfast Supervisor, to assist her in this year's auction as Auction Chair and Culinary Chair. The Auction Chair and Culinary Chair will both work directly with Lynn and independently to raise money and enhance the packages of the Live and Silent auctions, in order to create unique one-on-one experiences between the chef and winning bidder.

Lynn has served on the Board of Directors for the March of Dimes for the past four years, and has also volunteered with the organization for the past nine years. Working for the Marriott chain has instilled the 'Spirit to Serve' in Lynn, and has truly inspired her to pay it forward and give back to those that are less fortunate as much as possible.

The 12th Annual Signature Chef's Auction is Lake City's premier culinary event, featuring a mix of the area's top culinary talent in support of the March of Dimes and raising funds to end prematurity and birth defects in babies. This event is a culinary showcase, highlighting cooking talent from the top restaurants throughout the Lake City area. Guests will enjoy exquisite cuisine, fine wines, and enticing silent and live auction packages, all while immersed in an elegant atmosphere.

With the help of Lynn and her recruited staff members, this year's March of Dimes 12th Annual Signature Chef's Auction will be a success and will raise funds to help improve the health of babies by preventing birth defects, premature birth, and infant mortality.

Headquartered in Chattanooga, TN, 3H Group Hotels has become a prominent and respected name in the hospitality industry since the company's inception in 2000. Nationally recognized among top hotel development companies, its primary focus is the development and investment of high caliber hotels and an unparalleled commitment to each property's continued success through proven management, leadership, and operational standards. As a result of this commitment and focus, 3H Group Hotels received Marriott's highest honor for Hospitality Excellence in 2014, the Partnership Circle Award. Consistently ranked as a top hospitality management and hotel development companies over the past few years, 3H Group strives to be a respected, premiere developer of hotels, and continues that philosophy by providing a management style that thrives in the hospitality industry.

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