



Contact: Anne Rollings
Telephone: 941.921.3924
Email: office@geckoshospitality.com

FOR IMMEDIATE RELEASE

GECKO'S HOSPITALITY GROUP TAPPED TO SERVE AS KEY ADVOCATE **Anne Rollings to Represent Gecko's and Florida Restaurant & Lodging Association**

Sarasota, FL; January 14, 2014 // - The National Restaurant Association has invited Anne Rollings of the Gecko's Hospitality Group to serve as a Key Advocate for the Hospitality Industry. Key Advocates are the grassroots voice of the restaurant industry and serve as liaisons between their Member of Congress and the National Restaurant Association and their State Affiliates on priority industry issues. To help build these relationships, the National Restaurant Association developed the Key Advocate Program to help build and cultivate a professional relationship and to effectively communicate on priority legislative issues to all Members of Congress on behalf of the industry. The NRA's mission is to place at least one Key Restaurant Advocate in every single congressional district.

Rollings, who was raised and educated in Sarasota and the University of Florida, brings a career background which incorporates a paralegal degree within various legal arenas, and global corporate experience in business development in the architectural and engineering industry. Rollings joined the GHG in 2012 and manages their Community Relations & Governmental Affairs.

Over their 21 year run, *Gecko's Grill & Pubs* have created steady economic stimulus, generating jobs for thousands of employees, and has been consistently awarded "Best of Sarasota" in numerous categories. The Gecko's mission is to provide exceptional hospitality and fresh local fare with a gourmet twist, and a menu that is accessible to everyone.

The Florida Restaurant and Lodging Association FRLA's mission is to 'Protect, Educate and Promote' Florida's hospitality industry – which represents a \$71.8 billion industry, 23% of Florida's economy, \$4.3 billion in sales tax revenue, and over one million employees, making it Florida's largest employer. It is Florida's premier non-profit, hospitality industry trade association. FRLA safeguards the needs of the hospitality industry, improves the business climate, promotes the highest levels of quality and safety for patrons, provides legislative advocacy, and eases navigation of government regulation.

###