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Industry News

"Define Your Design" Apparel Makeover Contest

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Cintas Corporation has announced its fourth annual "Define Your Design" apparel makeover contest, offering hospitality providers the opportunity to update associate apparel programs with new fashions. Winners receive a free style consultation and an employee image management seminar, and \$10,000 in fresh uniform designs featured in the new Cintas style guide, The Big Book.

Last year's winner was Laguna Cliffs Marriott Resort & Spa in Dana Point, Calif. "We ended up getting new uniforms for the entire property," says Jim Samuels, General Manager. "Since then, associate morale has been at an all-time high, which has had a significant effect on our guest satisfaction scores." For more on the contest visit www.cintasfashion.com

