

Sheraton wins award

Sheraton Anchorage Hotel has won its second consecutive advertising award in the 25th annual Hotel Sales Management Association International (HSMAI) 1981 contest, according to Tom Shaver, general manager. The Sheraton is owned by the Calista Regional Corp.

There were more than 1000 entries this year.

Sheraton Anchorage received an Award Certificate in the

group sales division for hotels of 300 rooms or more — for its new meeting and convention brochure titled "Elegance in a Wild Land."

Last year's winning entry was a campaign featuring a \$10 Eddie Bauer gift certificate offer for every night a guest stays at the hotel and pays regular rates, according to Shaver. He also said the Eddie Bauer offer would be repeated this year, starting Oct. 1.