

Unsung Hero Tracey Recognised with Top Award

/EINPresswire.com/ UK (submitpressrelease123.com - press release) A kind hearted colleague at an independent travel agency in Dudley, has been honoured with a top award for the special support she gave a customer.

Tracy Burden, based at The Midcounties [Co op Travel](#) situated within The Co-operative Food store on High Holborn Road, Sedgley, was awarded the Penny Akham Unsung Hero Award at the Globe Travel Awards after colleagues nominated her for the care she provided to a terminally ill customer.

Accompanying the customer to hospital appointments, preparing breakfast for her in the morning and visiting her every evening to administer daily injections were just some of the caring lengths Tracy went to.

Tracy said: "I was really shocked to have received this award as I don't feel like I've done anything out of the ordinary. I had become friends with a lady who was my customer for some years and I was just there for a friend who needed some support and a helping hand. It was a real honour to have helped and cared for such a lovely person who sadly has now passed away."

Tracy is Assistant Manager at the travel branch in Sedgley where she has worked for almost eight years.

Sue Reid, General Manager Travel Distribution for Midcounties said: "We are so proud of Tracy and delighted that she received this award for the compassion and care she showed her customer.

"It's the Co-operative way to do what we can to help others and support our local community and Tracy embodies these values."

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Notes to Editors

The Midcounties Co-operative has been named 'Co-operative of the Year 2012', recognised for its excellence, innovation and ethics in business by Co-operatives UK.

It has headquarters in Warwickshire, with trading outlets in Oxfordshire, Gloucestershire, Wiltshire, Shropshire, West Midlands, Worcestershire and the surrounding counties.

The Society's trading groups are food retail, funeral, travel, pharmacy, childcare nurseries, employee benefits and energy. Midcounties is the largest independent co-operative society in the UK and has more than 470 branches and 245,000 active trading members. It is also in 'The Sunday Times Best 25 Big Companies to Work For' list for the second year running.

The Society's mission statement is 'To be a successful consumer co-operative working towards creating a better, fairer world, and to enhance the lives of our colleagues, members, customers, and the communities we serve'.

About Co-op Travel

Co-operative Travel offer a variety of holidays, flights and hotels. They are providers of great holidays such as [cheap cruises in 2013](#) and much more!

For more details call Louise Evans at Seal on 0121 616 5800.

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