



Tacoma Regional Convention + Visitor Bureau Welcomes Business Development Manager Melinda Lowe

Oct. 28, 2013—Tacoma, Wash — The Tacoma Regional Convention + Visitor Bureau [TRCVB] welcomes a new business development manager to the marketing and communications team. The marketing and communications team works to promote Tacoma + Pierce County as a leading travel destination.

Melinda Lowe, Business Development Manager

Melinda Lowe joins the TRCVB marketing and communications department as business development manager. She will be responsible for generating revenue through partner and sponsor investments for the TRCVB. She will work closely with President + CEO Bennish Brown to strategically maintain and grow these private revenue funds.

Lowe holds a Bachelor of Fine Arts degree with honors from the San Francisco Art Institute and a certificate in fundraising from Boston University as well as a certificate in integrated marketing communications from the University of Washington. Lowe has more than 15 years of combined experience in brand development, community engagement, convention management, event planning, communications and fundraising. Her most recent position was as event planner for MultiCare Health Foundation in Tacoma, Wash. where she oversaw Rock the Foundation, a fundraising event to benefit Tacoma General Hospital. Lowe brings a wealth of experience invaluable to the TRCVB team.

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The Tacoma Regional Convention + Visitor Bureau is the official destination marketing organization for Tacoma + Pierce County, Wash. Accredited by Destination Marketing Association International. For more information, visit www.TravelTacoma.com.

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