

Tacoma Regional Convention + Visitor Bureau

[NEWS RELEASE]

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FOR IMMEDIATE RELEASE

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Tacoma Regional Convention + Visitor Bureau Helps Meeting Planners Go Green

Tacoma, Wash.–Tacoma Regional Convention + Visitor Bureau [TRCVB] planted 108 trees in Tacoma’s McKinley Park yesterday to fulfill its pledge to meeting planners dedicated to "going green" and raise awareness about our destination and social responsibility.

In April, TRCVB partnered with Seattle CVB, Spokane CVB, Visit Bellevue Destination Marketing Organization and Tulalip Resort + Casino to form the “Meet in Washington, the State” booth at the Center for Association Leadership’s [ASAE] Springtime Expo in Washington, D.C and the ASAE Annual Meeting in St. Louis, Mo. Representatives from each of these organizations promised the more than 250 meeting planners who visited the booth that in lieu of receiving gifts, a tree would be planted in their honor.

“Our Environmental impact is becoming an increasingly important part of the decision-making process for meeting planners when selecting a destination and venue for their event,” said Shauna Lunde, Director of Sales + Marketing for the TRCVB. “This collaborative tree planting initiative helps position Washington State as a sustainable choice for meetings.”

TRCVB gathered a group of 11 volunteers to plant the trees in partnership with Metro Parks Tacoma as part of a restoration project for McKinley Park.

“We are happy to partner with the TRCVB planting trees and native shrubs to help restore one of 2,000 acres of natural areas managed by Metro Parks,” said Mary Anderson, Natural Resources Coordinator at Metro Parks Tacoma. “McKinley Park has 108 new plants thanks to their efforts. Native plantings and natural areas within our urban landscape provide numerous benefits to citizens and wildlife.”

TRCVB + Metro Parks Tacoma planted trees + shrubs native to the Pacific Northwest, including: Douglas-fir, Western Red Cedar, Shore Pine + Big Leaf Maple.

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