



News Release

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Regional Visitors Bureau hires Shultz as Project Manager

Amy Shultz joins Hershey Harrisburg Regional Visitors Bureau after 13-years at CBS21.



HARRISBURG, PA (Feb. 16, 2016) — The Hershey Harrisburg Regional Visitors Bureau (HHRVB) announced today that Amy Shultz has been hired as Project Manager for the official non-profit partnership-based Destination Marketing Organization (DMO) that represents the counties of Dauphin and Perry.

The mission of the HHRVB is to lead economic growth for Pennsylvania's Hershey & Harrisburg Region through destination marketing and tourism development.

Shultz was previously at WHP-TV CBS21 in Harrisburg for nearly 13 years as a Production Assistant, Promotions Producer, and most recently as Promotions & Commercial Producer.

Shultz grew up in Reading, PA and earned her BA in Broadcast Journalism from Ithaca College in New York in 2003. She moved to the Harrisburg region in 2004 and currently resides in Carlisle with her husband and growing family.

Shultz currently serves on the board of the Capital Area Girls on the Run® non-profit organization dedicated to inspiring girls in grades 3 – 8 to take charge of their lives and define the future on their terms using an experience-based curriculum that integrates training for a 5K run. Previously Shultz served on marketing committees for the Cumberland County Young Professionals and Business Women's Forum.

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ABOUT THE HERSHEY HARRISBURG REGIONAL VISITORS BUREAU

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The HHRVB is the official non-profit partnership-based Destination Marketing Organization (DMO) leading economic growth for Pennsylvania's Hershey & Harrisburg Region through destination marketing and tourism development. The organization, accredited by Destination Marketing Association International ([DMAI](#)) since 2010, is committed to actively marketing the tourism assets in Dauphin & Perry County to business and leisure travelers both domestic & international. The bureau also leads regional sales efforts to attract meeting & event organizers, sporting event producers, and group tour leaders. For more information go to VisitHersheyHarrisburg.org or call 877-727-8573. Media can use #HHRVB and #HHRVB4Media when tagging stories and social media posts related to the region.