



NEWS RELEASE

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Amanda Toy, CMP, CTA Promoted to GLCVB Associate Director of Sales

LANSING, Mich. – The Greater Lansing Convention and Visitors Bureau (GLCVB) is pleased to announce that Amanda Toy, CMP, CTA has been promoted to Associate Director of Sales for the organization.

A staff member since 2011, Toy will continue in her role in Association Group Sales while taking on the development of third party accounts and strategic planning as well as training and relationship development within the local hospitality community. Previous to her employment with the GLCVB Toy was a Sales Manager with the Westin Book Cadillac Hotel in Detroit working in the State Association, Entertainment and Pharmaceutical markets.

“Amanda has shown both hard work and vision in her time at the GLCVB, befitting this larger role with our organization,” said Jack Schripsema, GLCVB President and CEO. “We are confident she will successfully leverage these added responsibilities and further strengthen the influence of the GLCVB.”

For more information on the GLCVB Destination Sales department, visit www.lansing.org.

The mission of the Greater Lansing Convention & Visitors Bureau is to positively impact the area's economy by marketing the region as a travel destination.

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