

Regional Visitors Bureau welcomes new Business Development and Content Marketing managers as Sports & Events Division Launches in Q3

HARRISBURG, PA (Sept. 19, 2016) — The Hershey Harrisburg Regional Visitors Bureau ([HHRVB](http://www.HHRVB.org)), the destination marketing organization for Dauphin and Perry counties, today announced recent staffing changes, promotions, and new additions for Q3 of 2016. The staffing changes were all related to the bureau's new [Hershey Harrisburg Sports & Events Authority](http://www.HersheyHarrisburgSportsEventsAuthority.org) (**HHSE**) that tourism officials [announced](#) on July 20, 2016. The bureau's new division was created to provide a greater focus on client sales and services for the sports tourism and special event markets.



GREGG COOK – HHRVB's longtime sports marketing manager Gregg Cook was promoted in July 2016 to **Executive Director** for the bureau's new Sports & Events Authority. Cook's 32-year career in sports, events, operations and sales includes time with [Harrisburg Senators](#) Baseball, [Hershey Bears](#) Hockey, [Harrisburg Heat](#) Indoor Soccer, and the [Harrisburg Stampede](#) Indoor Football. In June 2016, Cook celebrated 13 years with HHRVB and is credited with developing the bureau's successful sports marketing program.



ALLISON ROHRBAUGH – HHRVB's manager of content marketing will be transitioning to the new role of **Marketing & Communications Manager** for HHSE. Rohrbaugh joined the bureau in 2011 as special projects manager responsible for producing large-scale events such as the [PA Keystone Games](#) (2011-2014); [PA Senior Games](#) (2014); and [State Games of America](#) (2013). Prior to HHRVB, Rohrbaugh spent nearly 10 years with [Metro Networks](#) in the Pittsburgh & Harrisburg markets as operations director, bureau chief, anchor & reporter.



KAYTLYN HUNT – HHRVB hired Hunt in July 2016 to replace Rohrbaugh as the **Content Marketing Manager**. Hunt previously worked as a copywriter and social media manager for multiple clients at [Pavone](#), an integrated advertising and marketing agency based in Harrisburg, PA with offices in Philadelphia and Chicago. The Lock Haven University graduate has also worked for [PinnacleHealth System](#) in Harrisburg as a web marketing associate, and a marketing assistant at the [Maine State Music Theatre](#) in Brunswick, Maine.



DEAN POLK – In October 2016, Polk will join the Hershey Harrisburg Sports & Events Authority as **Business Development Manager**, a position created to lead sales and client retention for the bureau's new division. Polk earned dual Master's Degrees in Business Administration and Sports Management from West Virginia University and has professional event planning and facility management experience from previous positions with [USA Baseball](#), The Walt Disney Company's [ESPN Wide World of Sports Complex](#), [Orlando Magic](#) NBA franchise, and the [Greater Morgantown Convention and Visitors Bureau](#)

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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](http://www.VisitHersheyHarrisburg.org) or call 877-727-8573. Media can use #HHRVB and #HHRVB4Media when tagging stories and social media posts related to the region.