



FOR IMMEDIATE RELEASE:  
October 19, 2016

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EXPERIENCE GRAND RAPIDS WELCOMES NEW ADDITIONS TO THE EVENTS TEAM

*EXGR adds new perspectives to tackle the 75 plus events the team handles annually*

*Grand Rapids, Mich.*—Experience Grand Rapids (EXGR), the area’s official destination marketing organization, announced the addition of Larissa Karimwabo and Maria Liddil to its Events Team. Karimwabo will serve as event coordinator, and Liddil was hired as an events specialist.

"We are thrilled to have a team in place with such a wealth of knowledge and creativity. Our team is challenged with over 75 events and projects annually that aim to promote Grand Rapids as a convention destination as well as celebrate our hospitality community," said Kim Rangel, EXGR Director of Events. "Larissa and Maria will bring an exciting perspective to their roles and bring Experience Grand Rapids' presence in the hospitality community to a new level."

Karimwabo brings to the team an extensive background in events and logistics. She previously worked with the West Michigan Sports Commission, assisting with the State Games of Michigan (winter and summer) as well as several ancillary events. She has also worked on planning the annual symposium for the National Congress of State Games. Karimwabo is a life-long learner, with degrees from Davenport University, Durham College (Ontario), Conestoga College (Ontario), and will complete a dual Masters Degree in Marketing and Accounting from Davenport University in April 2017.

In her position, Liddil manages small events, promotional purchasing, and projects for larger events. She is a graduate of Grand Valley State University and has previously worked in data management roles. She is also an accomplished local artist whose work has been on display at Wealthy Street Bakery, The Electric Cheetah, and charitable events.

Karimwabo can be contacted at [LKarimwabo@experiencegr.com](mailto:LKarimwabo@experiencegr.com). Liddil can be contacted at [MLiddil@experiencegr.com](mailto:MLiddil@experiencegr.com).

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### **About Experience Grand Rapids**

Established in 1927, Experience Grand Rapids (EXGR), the areas’ official destination marketing organization, strengthens the region’s economic vitality and quality of life by marketing Grand Rapids/Kent County as a preferred visitor destination.