

FOR IMMEDIATE RELEASE

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The Vancouver USA Regional Tourism Office Welcomes New Marketing and Communications Manager

Vancouver, Wash. — The Vancouver USA Regional Tourism Office announced today that Jill Daniel has joined the team as Marketing and Communications Manager. In her new role, Daniel will be responsible for overseeing marketing, public relations, and advertising initiatives for the tourism office, which represents Vancouver and greater Clark County.

"We are very excited to have Jill on board," said Kim Bennett, President and CEO of the Vancouver USA Regional Tourism Office. "Her passion and energy as well as her vast experience in the field make her a great addition to the team."

Daniel has over 18 years experience marketing local businesses and organizations focusing on promotion and brand development. She recently worked at Howard S. Wright Constructors as the regional marketing manager. Daniel has a BA in marketing and communications from Oregon State University and is active in local community and professional associations.

"With so many great local attractions, Vancouver USA is a great area to promote to leisure visitors as well as meeting planners and group tour operators. I am passionate about marketing the rich history of this area combined with all the recreation, lodging, dining, wineries, shopping and other activities. I am spreading the Visit Vancouver USA® message!" said Daniel.

About Vancouver USA Regional Tourism Office

Vancouver USA Regional Tourism Office (formerly Southwest Washington Convention & Visitors Bureau) is an economic development organization responsible for competitively marketing Vancouver and the surrounding area as a destination for meetings, conventions, and group and leisure travelers. The organization's mission is to promote Vancouver and Clark County by increasing convention and visitor business. For more information call 360-750-1553, or log on to www.VisitVancouverUSA.com.

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