



**FOR IMMEDIATE RELEASE**  
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**KIM BENNET NAMED TO WASHINGTON TOURISM ALLIANCE BOARD OF DIRECTORS**  
*President and CEO of the Vancouver USA Regional Tourism Office*  
*joins the state-wide tourism organization's governing body*

**VANCOUVER, Wash.** – Kim Bennett, President and CEO of the Vancouver USA Regional Tourism Office, was recently named to the Washington Tourism Alliance (WTA) board of directors. The 25-person board consists of tourism stakeholders who are invested in statewide tourism marketing and industry advocacy efforts and also have direct investment in Washington State tourism programs.

The WTA was created in February 2011 in anticipation of the closure of the Washington State Tourism Office, which occurred in June of 2011. The mission of the Alliance is to “advocate, promote, develop, and sustain the economic well being of the Washington Tourism industry.”

“This is an exciting opportunity to be part of the new state-wide effort to promote Washington as the great destination that it is,” said Bennett. “I look forward to being at the table as we continue to work towards building a sustainable funding model that will allow Washington state to compete for billions of dollars in visitor spending.”

Bennett has been President and CEO of the Vancouver USA Regional Tourism Office, formerly the Southwest Washington Convention & Visitors Bureau, since its opening in 1999. She also recently served two terms on the Washington State Tourism Commission, originally appointed by Governor Christine Gregoire in 2007 and then again in 2009.

Also joining the WTA board of directors are Jennifer Leavitt from the Bellevue Collection, Cara Egan, Director of Public Relations at the Seattle Art Museum, and George Sharp, Executive Director of the Olympia-Lacey-Tumwater Visitor and Convention Bureau.

**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](http://www.VisitVancouverUSA.com).

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