

FOR IMMEDIATE RELEASE

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**ELOISA TOWNSEND JOINS THE VANCOUVER USA REGIONAL TOURISM
OFFICE AS MARKETING AND COMMUNICATIONS MANAGER**

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

"We are so thrilled to have Eloisa join the team," said Kim Bennett, president and CEO of the Vancouver USA Regional Tourism Office. "She is a dynamic and energetic addition and we are looking forward to tapping into her creativity."

Townsend joins the tourism office from Avamere Health Services in Wilsonville, Ore., where she was the marketing communications manager. Prior to that, Townsend was the communications manager for Vancouver B.C.-based TELUS Communications. She has a B.A. in Communications from Simon Fraser University in Burnaby, B.C.

"Vancouver and the surrounding area is a wonderful destination for leisure travelers and for groups and conventions as well. With its unique ties to history through Fort Vancouver and Officers Row, and its exciting developments within the culinary scene and through recreational activities and local events, this region is a hub of activity. I am looking forward to working with local organizations to share that message," said Townsend.

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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