



**FOR IMMEDIATE RELEASE**

April 7, 2010

**THE SARATOGA CONVENTION AND TOURISM BUREAU TURNS 25!**

SARATOGA SPRINGS, NY---On Wednesday, March 24th, the Saratoga Convention and Tourism Bureau celebrated 25 years of incorporation with a dinner and reception held at the Hall of Springs.

A record crowd of 170 members, government officials and past chairs attended! The very first Board Chairman David Morris and first Executive Director Michael Mendrick were in attendance. Dan Murphy, President of the New York State Hospitality and Tourism Association (NYSHTA), and one of the founding members of the Saratoga Convention and Tourism Bureau was the special guest speaker.

Murphy explained there are “statewide economic benefits that tourism provides to all regions of our state. In fact, in 2008, travelers to New York spent \$53 billion, which generated \$7 billion in state and local taxes, of which Saratoga County received \$24.4 million and \$24.2 million, respectively.”

The Board and Bureau recognized outgoing board members and a special recognition was given to Kathy Denkenberger, Convention Services Director, who was celebrating her 20th year with the Bureau! A ten-minute video was presented explaining how the Bureau was established along with member testimonials describing the positive impact the Bureau has had on their businesses and the community. The reception was a great opportunity for new President, Todd Garofano to meet everyone.

Special thanks to: Angelo Mazzone of Mazzone Management, Kevin Sykes and the entire staff of the Hall of Springs, Dan Murphy of NYSHTA, Jim and Gretchen Squires from the Posie Peddler, Tom Stock of Stock Studios Photography, Ralph Pascucci of Myriad Productions for the video and to everyone that participated in the video. Thank you to everyone who has supported the Bureau over the last 25 years! The next 25 years will even be better and exciting and the staff of the Bureau is looking forward to being a part of it!

Contact: Todd Garofano, President  
518-584-1531  
[todd@discoversaratoga.org](mailto:todd@discoversaratoga.org)

-30-

The Saratoga Convention and Tourism Bureau is an independent, not-for-profit destination marketing organization with the mission of attracting group business to the Saratoga area and to serve as a liaison between group buyers and local businesses.