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SARATOGA CONVENTION AND TOURISM BUREAU NAMES NEW PRESIDENT

Saratoga Springs, NY – The Saratoga Convention and Tourism Bureau announces that Todd Garofano has been named President of the organization.

Garofano, an area native, is a 25-year veteran of the hospitality industry, holding various positions throughout his career. From the time he completed his externship with Walt Disney World in Orlando, FL, he has held positions for Hampton Inn, Hilton Hotels, Omni Hotels and the Desmond Hotel & Conference Center.

Garofano served as Regional Marketing Manager for Amtrak, covering sales and marketing responsibilities in NY, PA, OH, VT and Eastern Canada. He also held the position of Director of National Sales for Carlson Hotels Worldwide, managing Carlson's Key Corporate accounts in New York and New Jersey for 4 years.

Most recently, he served as Managing Director for Hospitality Sales Force, a third-party sales consulting organization which caters to the global hotel industry. In this position, Todd was responsible for building and guiding the North American sales team, developing new client account opportunities and servicing over 30 hotel & resort clients from 7 countries.

"Todd brings a wealth of experience and knowledge to the Bureau," said Rita Cox, chairperson of the search committee. "We are excited to have him join us and to be a driving force in continuing the area's success."

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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.

