



**MEETINGS
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FOR IMMEDIATE RELEASE

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Saratoga Convention & Tourism Bureau and Saratoga Saratoga Springs City Center Rally in Support for North American Meetings Industry Day

*Meetings Mean Business Coalition Partners with
Transcontinental Leaders to Drive Support for Industry*

April 9, 2015 – Saratoga Springs, NY– Saratoga Convention & Tourism Bureau and the Saratoga Springs City Center announced today their support and involvement in the first annual North American Meetings Industry Day (NAMID). On April 16, 2015, they will join with [Meetings Mean Business](#) (MMB) and industry leaders, to spotlight the substantial value derived from business meetings, conferences, conventions, incentive travel, trade shows and exhibitions by connecting people and driving positive business results throughout the continent.

The MMB coalition members, in addition to industry leaders across in Canada and Mexico, will host and drive events in communities all across their respective countries.

A press conference will take place on Thursday, April 16 at 1:00 PM at the Saratoga Springs City Center to celebrate the 1st Annual North American Meetings Industry Day in Saratoga. Public Invited!

Officials from the Saratoga Convention & Tourism Bureau and the Saratoga Springs City Center will be joined by Saratoga Springs Finance Commissioner, Michele Madigan and Saratoga County Treasurer, Drew Jarosh who will outline the importance of the meetings & event industry on the local year round economy. They will also be joined by Jan Chesterton - President of the NYS Hospitality & Tourism Association, Cindy Hollowood – General Manager of the Holiday Inn Saratoga Springs & NYSHTA Tourism Executive of the Year, Becky & Jeff King – NY Holstein Association (who will be bringing one of their prized Holsteins that will be taking part in 2016 National Holstein Convention in Saratoga Springs) as well as local and statewide elected officials.

“Saratoga Springs and Saratoga County have long been known as a summer tourist destination. Over the last several years, we have grown into a year round destination, thanks in large part to the robust meetings & convention business that takes place at our City Center, our hotels and unique venues throughout the City & County. We are fortunate to have such a strong offering, so many assets to serve this year round economic driver which generates and protects nearly 9,000 tourism related jobs in Saratoga County”, said Todd Garofano, President of the Saratoga Convention & Tourism Bureau.

David Peckinpugh, MMB co-chair and president of Maritz Travel, said, “We are energized by the enthusiasm of organizations in cities all across the United States, Canada and Mexico who have pledged their support for NAMID. The meetings and events industry is a contributor to economic growth, a generator of jobs and a driver of positive business outcomes. MMB is thrilled to join with our partners and launch this important advocacy day for our industry.”

Visit NAMID at www.MeetingsMeanBusiness.com/NAMID to learn more about events happening in your community on April 16, 2015. Follow and participate in the digital conversations at @MeetingsMeanBiz on Twitter and by using the hashtags #MMBBusiness with #NAMID. Download the MMB app, available on iPhones and Android devices, to access industry resources and to stay updated on NAMID activity.

About Saratoga Convention & Tourism Bureau

Saratoga Convention & Tourism Bureau is a key economic development engine for this community, the mission of the Saratoga Convention & Tourism Bureau is to contribute a positive impact on the local economy by promoting and marketing Saratoga Springs and Saratoga County as a world-class destination for meetings, conventions and groups.

For information on how to schedule or plan a meeting, conference, wedding or sport/special event in Saratoga, visit the Saratoga Convention and Tourism Bureau's website at www.discoversaratoga.org.

About Meetings Mean Business

The Meetings Mean Business coalition was created in 2009 to showcase the incredible value that business meetings, travel and events bring to the U.S. economy. Its members span all facets of the face-to-face meeting and events industry, which have come together behind a common goal: providing the resources, tools and information to show the real impact the industry has on businesses, economies and communities. For more information, visit www.MeetingsMeanBusiness.com and download our app on iTunes and Google Play.



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