



FOR IMMEDIATE RELEASE

March 22, 2016

**SARATOGA CONVENTION & TOURISM BUREAU ADDS ADDITIONAL SALES
STAFF!**

Vanessa Cianfarani joins as Association Sales Manager

SARATOGA SPRINGS, N.Y. – On Monday, March 22, the Saratoga Convention & Tourism Bureau welcomed the newest member to their sales team, Vanessa Cianfarani, bringing the number of sales professionals to four and the total staff to eleven full time staff and two part time staff.

“We are thrilled to welcome Vanessa to our team, as Association Sales Manager, at a time when we are facing increased competition all around us and new hotel and event venue inventory within Saratoga Springs and Saratoga County”, said Todd Garofano, President of the Saratoga Convention & Tourism Bureau. “Vanessa has hit the ground running and will make an immediate positive impact here at the Bureau and in the Saratoga hospitality community.”

A Saratoga native, Vanessa has worked in the hospitality industry over 7 years. After attending Schenectady County Community College where she completed internships at the Kentucky Derby & Belmont Stakes, Vanessa began her hospitality sales & event management career with Total Events Inc., Cianfarani has planned and executed hundreds of weddings, social events and trade shows in the Capital Region. Vanessa prides herself on providing excellent customer service and building trusted relationships with her clients. She volunteers her time every year at the Stowe Weekend of Hope to cancer survivors and their families.

Vanessa can be reached at 584-1531, Vanessa@discoversaratoga.org

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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.

Saratoga Convention & Tourism Bureau