



**FOR IMMEDIATE RELEASE**

May 12, 2016

**SARATOGA CONVENTION & TOURISM BUREAU HIRES  
CONVENTION SERVICES DIRECTOR**  
*Kelly Boucher joins as Director of Convention Services*

SARATOGA SPRINGS, N.Y. – The Saratoga Convention & Tourism Bureau announced today that Kelly Boucher is joining the team as Director, Convention Services. Kelly’s primary role with the Bureau will be to work directly with meeting & event planners to ensure their Saratoga meeting, conference or convention experience is second to none.

Kelly Boucher, a 15 year hospitality and events industry professional, most recently served as the Education and Events Manager for the NYS Hospitality & Tourism Association. She has a bachelor’s degree in Hospitality Management from Johnson & Wales University and a master’s of Business Administration from The College of Saint Rose. She managed a bed and breakfast for several years and has earned her Certified Guest Service Professional designation.

Boucher is a 2010 graduate of the Leadership Saratoga program and currently serves as the Vice President of the program’s alumni association.

Kelly’s first day with the Bureau will be May 16 and can be reached at 584-1531, [Kelly@discoversaratoga.org](mailto:Kelly@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](http://www.discoversaratoga.org).

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