

FOR IMMEDIATE RELEASE



## **Paducah Convention & Visitors Bureau Welcomes Lynda Peters-Jones**

The Paducah Convention & Visitors Bureau (CVB) announces Lynda Peters-Jones as the organization's new Director of Convention Sales. In this role, Peters-Jones will lead the CVB's efforts to promote Paducah as a destination for meetings and conventions in order to increase the economic impact of tourism on Paducah and McCracken County.

"We are delighted to have Lynda join the CVB team. Her work with sales, marketing and special events will be a tremendous asset," said Mary Hammond, Paducah CVB Executive Director. "I worked with Lynda when Paducah hosted the Harley Owners Group state rally in 2001 and 2002 as well as during her tenure at the Executive Inn. Her knowledge, contacts and tenacity will bring new business, and new dollars, to Paducah's economy."

Peters-Jones joins the CVB team with 27 years professional experience in meeting sales, marketing and event management. She is the former Marketing Director and Events Coordinator for Four Rivers Harley-Davidson. Prior to that, she served as Sales Director for the Executive Inn and Paducah Convention & Expo Center and as On-site Event Production & Hospitality Manager for Artist Entertainment Network and Event Management.

The Paducah Convention & Visitors Bureau (CVB) is the official destination marketing organization (DMO) of Paducah McCracken County. The CVB exists to create new economic opportunities through destination marketing, management and tourism development. For more information, visit [www.Paducah.Travel](http://www.Paducah.Travel).

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