



## NEWS RELEASE

**Rick Dunlap, Public Relations Director**

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### Director of Business Development for Harrisburg takes new position as Director of ExploreHBG at Visit Hershey & Harrisburg



HARRISBURG, PA (March 26, 2018) — Mary Smith, President and CEO of Visit Hershey & Harrisburg ([VHH](http://VHH)), the Destination Marketing Organization for Dauphin County, today welcomed Devan Drabik as the new Director of Marketing and Communications for [ExploreHBG](http://ExploreHBG), the bureau's tourism branding program dedicated to promoting Harrisburg.

In her new role, Drabik will oversee a broad range of the marketing and communications elements for the ExploreHBG program including: branding, advertising, public relations, social media, and web site development.

Drabik joins VHH after serving since 2015 as the Director of Business Development for Harrisburg.

The ExploreHBG program was [launched](#) by VHH in fall 2015 with the primary goal of generating increased visitation to Harrisburg. The program promotes the city's unique attractions, visitor experiences, and special events through a series of marketing and communications initiatives that are funded by VHH and overseen by a marketing committee appointed by the bureau and the city.

Drabik's professional background and recent experience as the Director of Business Development for the City of Harrisburg made her the clear choice to take on this new role, according to Smith.

"In addition to having the technical skills to successfully manage ExploreHBG, Devan also has important practical experience working with city government and local businesses," Smith said. "Devan has either worked with or knows most of the stakeholders represented by our program, and she understands the potential challenges and vast opportunities to promoting Harrisburg."

During her tenure with the city, Drabik also served as Board Member for **Harrisburg Parks Foundation** (2015-Present), Board Member for **Harrisburg Downtown Improvement District** (2015-Present), and Advisory Member for the **PA Farm Show Commission** (2015-Present).

Drabik has also served as the President of **Historic Harrisburg Association** (2013-Present), Board Member for **Friends of Midtown** (2010-2012), Co-Chair for **Lighten Up Harrisburg Glow Run** (2013-2015) and a **YWCA Delegate to the United Nations for the Commission on the Status of Women** (2014-2015).

In 2014, Drabik was recognized by *Harrisburg Magazine* with the **2014 Goodwill Ambassador Award** for her role with the Central PA Women's Conference. Drabik graduated from Shippensburg University of Pennsylvania in 2008 with a Bachelor of Arts in Communications and Interdisciplinary Studies.

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