



PRESS RELEASE

VISIT SYRACUSE

CONTACT NIKITA JANKOWSKI

COMMUNICATIONS DIRECTOR

NJANKOWSKI@VISITSYRACUSE.COM

115 WEST FAYETTE STREET, SYRACUSE, NY 13202 • (315) 470-1903 • CELL (315) 706-4443

WWW.VISITSYRACUSE.COM

WELCOME CHRISTINE BENN

Visit Syracuse introduces new Partner Engagement Manager

Syracuse, NY (June 20, 2018) – Visit Syracuse is excited to welcome Christine Benn to the Visit Syracuse family. This week, Benn joined Onondaga County's official tourism promotion agency (TPA) as the new Partner Engagement Manager.

As the Partner Engagement Manager, Benn will spearhead sponsorship sales initiatives, internet advertising sales, as well as oversee of the tourism bureau's Preble Visitors Center on I-81 North. She will also assist with blog postings, public relation efforts, social media outreach and will be a contributing writer for the visitors guide.



"Christine's role will be multi-faceted - helping to take Visit Syracuse to a new level," said Visit Syracuse President & CEO Danny Liedka. "She will be the primary front line person with our community hospitality stakeholders; helping them understand the implementation of our extra net (database for regional attractions to update information), and how that can positively impact their business. We are very excited to welcome her to our team."

Benn hails from the Research & Marketing Strategies in Baldwinsville. Prior to that, she worked as a Constituent Services Coordinator at the Central New York Chapter of the Alzheimer's Association. She holds a Bachelor of Science Degree in Business Marketing from Le Moyne College.

A resident of Skaneateles, Benn enjoys traveling, shopping, fitness and trying new restaurants.

For more information, contact Visit Syracuse Communications Director Nikita Jankowski at 315-706-4443, njankowski@vistsyracuse.com.

###

ABOUT VISIT SYRACUSE

Visit Syracuse, Inc. is Onondaga County's official marketing organization for tourism related economic development; leading the production of over \$865 million in direct visitor spending annually. The organization





PRESS RELEASE

VISIT SYRACUSE

CONTACT NIKITA JANKOWSKI

COMMUNICATIONS DIRECTOR

NJANKOWSKI@VISITSYRACUSE.COM

115 WEST FAYETTE STREET, SYRACUSE, NY 13202 • (315) 470-1903 • CELL (315) 706-4443

WWW.VISITSYRACUSE.COM

aims to strengthen the positive awareness of the City of Syracuse and Onondaga County as a convention and visitor destination; to increase revenues and stimulate economic development and growth for the community.

