



FOR IMMEDIATE RELEASE

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**LAURA GURRERI NAMED PRESIDENT
OF YORK COUNTY CONVENTION & VISITORS BUREAU**

The York County Convention & Visitors Bureau Board of Directors is proud to announce the appointment of Laura Gurreri as the next president of the York County CVB.

As a sixteen-year employee of the CVB, Gurreri is incredibly qualified to lead the charge for tourism and growing its economic impact in York County. For twelve of those years, Gurreri served as director of sales; in this role, she was instrumental in developing the Sport York brand to advance York County as PA’s leading sports destination. The CVB has attracted many sporting events and tournaments since the inception of the Sport York program, including the Keystone State Summer Games, USA Softball’s Eastern National Championships, and the upcoming Special Olympics Pennsylvania Indoor Winter Games, as well as many more. Gurreri also oversees the Group Tour and Meetings & Conventions departments.

“It was clear to everyone who took part in this process that Laura is not only prepared to take on the role of President, but eager to do so,” said Mark Sindicich, chairman of the Board of the York County Convention & Visitors Bureau. “She is an integral reason for the continued growth of the economic impact tourism has on our county. We have no doubt that the York County Convention & Visitors Bureau has a bright future with her at the helm.”

Gurreri has served as the acting president since June of 2018. In that time, she has developed her relationships with local community leaders and politicians, supported numerous projects that would bring additional tourism dollars to the county, and managed the CVB through one of the busiest times of year.

“I have dedicated my career to advancing the mission of the York County Convention & Visitors Bureau; so, to be given this opportunity to progress to the next step as President of this organization is humbling and energizing,” said Laura Gurreri. “The amazing team at the CVB demonstrates an unlevelled degree of dedication to promoting York County as a tourism destination. I am eager to work with this team as we build upon past successes and forge new roads to grow the economic impact of tourism in the area. I sincerely thank the Board of Directors for the support they have shown over the past six months and I look forward to our continued partnership as we look toward the future.”



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Gurreri has a bachelor's degree from Lock Haven University and is a Certified Sports Event Executive (CSEE) and Certified Destination Management Executive (CDME).

About the York County Convention & Visitors Bureau

The York County Convention & Visitors Bureau's mission is to maximize tourism expenditures and their economic impact in York County, PA, through comprehensive tourism sales and marketing programs. The York County CVB's vision is for a York County where tourism is recognized for the value of its economic impact and its role in raising the profile of York County as a sought-after destination. Tourism generates significant positive economic impact across York County. According to Tourism Economics report, The Economic Impact of Travel in Pennsylvania: Tourism Satellite Account Calendar Year 2016, visitors spent \$973.6 million in York County in 2016 and during that same year, the industry employed 7,912 people around the county. For more information on the York County Convention & Visitors Bureau, call 1-888-858-9675 or visit www.yorkpa.org.