



# NEWS RELEASE

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## Greater Lansing CVB Welcomes Amie Lucas as New Digital Marketing Manager

**LANSING, Mich.**-- The Greater Lansing Convention and Visitors Bureau (GLCVB) is pleased to announce its hiring of Amie Lucas as Manager, Digital Marketing and Content. She will be joining the Marketing Communications team, bringing over 10 years of web design and content creation experience.

With a Bachelor of Arts degree from Michigan State University in Telecommunications, Information Studies, and Media, Lucas comes to the CVB most recently from an Information Technologist position at MSU where she was a web designer/developer, content manager and digital media marketer.

“We are excited to welcome Amie to the organization,” said Julie Pingston, President and CEO of the GLCVB. “Her skills and experience will effectively build upon our brand and her expertise will enhance the many important digital components that the GLCVB uses to market the region.”

“With ten years of web development and content creation, plus a portfolio of impressive photography we are looking forward to her addition to the marketing team,” said Tracy Padot, VP of Marketing Communication.

For more information about the GLCVB, visit [www.lansing.org](http://www.lansing.org) or call 517-487-0077.

*The mission of the Greater Lansing Convention & Visitors Bureau is to positively impact the area's economy by marketing the region as a travel destination.*

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