



FOR IMMEDIATE RELEASE

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Discover Long Island Adds All-Star Industry Pros to Team Roster

LONG ISLAND, NY (Wednesday, February 9, 2022) — Discover Long Island, the region's official and only accredited destination marketing organization, has launched the new year with a stream of new talent on board. Both hailing from Long Island, the newest all-stars to join the team include **Justine DiGiglio**, Vice President of Communications and Partner Relations and **Susan Lienau**, Vice President of Community Engagement.

"I am excited to embark on a new year with a fresh set of top-tier talent during a critical time for Long Island's recovering and evolving tourism economy. With passion and experience behind them, I am confident our new team members will help share our unique story and unparalleled offerings with local, national, and international audiences - and further our success in growing this powerful industry while supporting our small businesses," said **Kristen Jarnagin Reynolds, President and CEO of Discover Long Island**.

In her new position as Vice President of Communications and Partner Relations for Discover Long Island, Justine DiGiglio will play a lead role in maximizing opportunities for partners and ensuring that area businesses and attractions are amplified across all channels. With a decade of experience under her belt in both private and public sector communications, Justine brings key insight and expertise to the team. Most recently, Justine served as Senior Communications Advisor to Nassau County Executive, Laura Curran and prior to that she was Senior Account Executive at the prestigious Nicholas & Lence Communications representing some of New York City's most iconic tourism and hospitality establishments.

Susan Lienau joins Discover Long Island as the Vice President of Community Engagement and will work with elected officials, local businesses, and community partners to elevate the profile of the organization and to identify resources required to fulfill the organization's mission. Her previous experience working on behalf of the 2nd Assembly District, the Suffolk County Department of Environment and Energy, as well as for the private fundraising consulting firm, Averill Fundraising Solutions, positions her as an instrumental resource for Long Island's destination marketing organization.

Discover Long Island continues to capture new local talent – expanding the organization's specialties and capabilities. follow the organization on LinkedIn, to discover opportunities for employment. For more information on Discover Long Island, please visit www.discoverlongisland.com.

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ABOUT DISCOVER LONG ISLAND:

Discover Long Island is the region's official destination marketing and leadership organization charged with furthering the destination's thriving visitor economy, which saw record-breaking highs in 2019 generating \$6.3 billion in visitor spending. The organization ensures Long Island's coveted quality of life, thriving industries, and dynamic destination offerings are promoted on a global level, furthering economic development, and benefiting residents and businesses throughout the region.

Awarded "Best Social Media" in the nation by the US Travel Association, the organization produces engaging content featuring local businesses and attractions for their 10 social media channels which garner upwards of 10 million views.



Additionally, the organization hosts a popular YouTube series, Long Island TV, as well as the Long Island Tea podcast. To learn more, please call 631-951-3900 or visit www.DiscoverLongIsland.com.



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