



FOR IMMEDIATE RELEASE

Tuesday, October 25, 2022

Discover Long Island Lures Top Talent for Four Key Positions

High resolution headshots are available [HERE](#).

LONG ISLAND, NY (Tuesday, October 25, 2022) — [Discover Long Island](#), the region's official and only accredited destination marketing organization has announced a stream of new talent on board, filling four key positions in the marketing, communications and partnership departments. All hailing from Long Island, new members of the award-winning team include Edward Carr, Director of Advocacy and Stewardship; Allison Brown, Director of Marketing; Angelica Miceli, Director of Partnership Engagement and Events and Ilona Kaydanov, Communications Manager.

"As we experience unprecedented momentum for tourism growth on Long Island, I am proud to have a fresh slate of energized talent on board to help tell our story and continue to raise the bar for our industry," said **Discover Long Island President and CEO Kristen Reynolds, CDME**. "Each of these experienced professionals bring a palpable passion for our community and the skillset and ambition to match our team's innovative thinking that has established our organization as a global leader in destination marketing."

Northport native **Edward Carr**, an engaged community leader, respected lobbyist and maritime engineer has been named Director of Advocacy and Stewardship. In this important leadership role, he'll spearhead Discover Long Island's Destination Management Strategy and work closely with government entities, community partners and residents to showcase the value of the organization and advocate for the industry. With a robust and storied career in the cross sections of government affairs and environmental engineering coupled with his service as a Commander in the United States Navy, Carr brings critical insight, expertise, and passion to the team. Carr most recently operated his own political and environmental consulting firm after serving as Director of Maritime Services for the Town of Huntington, which followed a decade work as the lobbyist for National Grid and KeySpan Energy.

Marketing veteran **Allison Brown** will oversee Discover Long Island's data-driven marketing strategy. The strategy aims at targeting consumers across the globe with positive messaging about Long Island to elevate brand awareness and drive visitors and economic development to the region. Brown brings extensive experience in hospitality, tourism, and luxury marketing, most recently serving as the marketing lead for QC NY Spa on Governors Island. Prior to that she served four years with NYC & Company driving marketing efforts for some of New York City's most iconic events including NYC Restaurant Week, Off-Broadway Week, and the NYC Half Marathon. Her portfolio also includes campaigns for a slate of noteworthy corporations including The Borgata Hotel & Casino, The New York Mets, NYU Health, Victoria's Secret and more.

Angelica Miceli of Farmingville has been named Director of Partner Engagement and Events, a newly created position responsible for developing, maintaining, and nurturing partnerships with Long Island's hospitality businesses and local organizations. Spearheading events and encouraging partner-to-partner interactions that foster economic growth throughout the community are also key priorities of the role. Her previous experience as the Director of Events and Sales for American Golf, Europe's largest golf retailer, as well as The Mansion at Glen Cove, Jake's 58 Casino Hotel and other premier Long Island venues positions her as an ideal candidate for Long Island's tourism organization.

Ilona Kaydanov joins as the new Communications Manager where she will play a key role in crafting the organization's written communications and media materials aimed at inspiring positive press coverage of the destination. In her position she'll work to build and maintain relationships with targeted media to secure features on Long Island, the organization,

and its partners. Ilona previously worked at the prestigious Long Island law firm, Campolo, Middleton & McCormick, LLP on their communications team where she was responsible for creating the firm's written press materials, newsletters, blog posts, articles, and more.

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.

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.



Media Contact:

Justine DiGiglio, V.P. of Communications
jdigiglio@discoverlongisland.com
631-807-1088