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**GRAPEVINE CONVENTION & VISITORS BUREAU PROUDLY
ANNOUNCES NEW DIRECTOR OF FESTIVALS & EVENTS**

GRAPEVINE, TEXAS (April 3, 2024) – Grapevine, renowned for its vibrant community and rich heritage, proudly announces Emily Beardmore as the new Director of Festivals and Events. In her role, Beardmore will lead a dedicated team responsible for organizing and producing iconic, cultural festivals including Main Street Fest, GrapeFest®, the cherished Christmas Capital of Texas®, the New Vintage Wineries and Galleries Trail, Butterfly Flutterby and numerous other Grapevine events throughout the year.

With more than a decade of experience in strategic planning and event production, Beardmore brings a wealth of expertise from her diverse background in marketing and hospitality. Originating from Houston, and a graduate of Texas Tech University, her journey spans from spearheading impactful initiatives in El Paso to invigorating community engagement in Corpus Christi.

Some of her most successful projects include El Paso WinterFest, Sun City Craft Beer Fest, the El Paso Ice Cream Festival, First Friday ArtWalk and the Downtown Business Association.

“I am beyond grateful for the opportunity to join the Grapevine CVB in producing these long-standing festivals and events,” said Beardmore, “Grapevine’s values of community, tradition and celebrating the seasons resonate deeply with me, and I am eager to further enrich the experiences that make this destination truly special.”

Beardmore’s passion for elevating local businesses and championing quality-of-life initiatives aligns seamlessly with Grapevine’s vision of fostering a welcoming and lively atmosphere for visitors and locals alike.

“I not only found my dream job, but also the dream team here at the Grapevine CVB,” Beardmore added.

For more information on Grapevine and its annual festivals and events visit GrapevineTexasUSA.com.

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