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FOR IMMEDIATE RELEASE

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Melissa Beaverson Receives Manager of the Year Award at Pennsylvania Restaurant & Lodging Association's Annual Conference & Awards Gala

YORK, PA – Melissa Beaverson, Explore York's Vice President of Marketing and Communications, was awarded the prestigious Manager of the Year Award for a tourism entity by the Pennsylvania Restaurant and Lodging Association (PR&LA). This accolade, presented at the annual PR&LA Conference and Awards Gala at the Kalahari Resort in the Poconos, honors exemplary professionalism and exceptional service by an employee in a supervisory role.

Nominated for her innovative management approach and meticulous attention to detail, Beaverson has established herself as a notable figure in the hospitality industry, earning her the admiration of both colleagues and industry professionals.

Laura Wagner, President of Explore York, commended Beaverson's accomplishments, stating, "We are incredibly proud of Melissa for receiving this award. Her leadership skills and commitment to ensuring our organization is both seen and heard is an inspiration to our team." Wagner added, "She challenges all at Explore York to find new and better ways of helping our community through the impact tourism brings."

More information about Explore York:

Explore York's mission is to maximize tourism expenditures and their economic impact in York County, PA, through comprehensive tourism sales and marketing programs. Explore York'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. For more information on Explore York County, PA, and the destination, call 1-888-858-9675 or visit YorkPA.org.



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