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**Contact:**

Rachel Riley

Communications & Media Relations Manager

Valley Forge Tourism & Convention Board

610-834-7990 (office)

215-280-7305 (cell)

[riley@valleyforge.org](mailto:riley@valleyforge.org)

**Valley Forge Tourism & Convention Board Announces New Hires**

**Five new staff members grow the VFTCB’s ability to attract and engage visitors to Montgomery County, PA**

**KING OF PRUSSIA, PA –** The Valley Forge Tourism & Convention Board (VFTCB) has added five new staff members, with the unified goal of increasing tourism throughout Montgomery County, PA:

* Jon Scheuren, Sports Sales Manager
* Kristin Eichengreen, Sports Sales Manager
* Rachel Riley, Communications & Media Relations Manager
* Emily Keel, Marketing & Communications Associate
* Caitlin Hoppel, Business Intelligence Analyst

The Valley Forge Sports team has a new lineup with two new Sports Sales Managers. Both graduates of the Indiana University of Pennsylvania, Scheuren and Eichengreen will focus their efforts on cultivating new sports tourism business opportunities for Montgomery County.

Scheuren has a background in sports facilities with experience working for BucksMont Indoor Sports Center and the Field House in Moorestown, NJ.Scheuren is currently pursuing his MBA at DeSales University.

Kristin Eigchengreen formerly served as the Director of Sales at the Hyatt House Plymouth Meeting. Eichengreen has a strong background in the hospitality industry. She earned her Bachelor’s degree in hotel and restaurant management from Indiana University of PA.

Riley is a former award-winning multimedia journalist for Calkins Media and previously worked as the Editor & Content Manager for Visit Bucks County. A Montgomery County resident, she has a passion for the area, as well as tourism and news.

Both Keel and Hoppel started as interns for the VFTCB. A graduate of Kutztown University, Keel will be focusing on scheduling the organization’s very busy official mascot, Monty the Fox and writing articles for several of the VFTCB’s publications and website. Hoppel attended Villanova University and her role will be concentrating on analytics projects for marketing, public relations and brand auditing.