



**For Immediate Release
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**Contact: Loren Gold
lgold@visitraleigh.com
(919) 645-2669**

**Greater Raleigh Convention and Visitors Bureau to Hold 24th Annual Meeting
*GRCVB Annual Meeting to be held August 31 at the Raleigh Convention Center***

(RALEIGH, N.C.) – The Greater Raleigh Convention and Visitors Bureau (GRCVB) will hold its 24th Annual Meeting on Wednesday, August 31, 2011 at the Raleigh Convention Center.

The meeting will include a ticketed luncheon, where the GRCVB will present its annual awards, as well as a free, morning strategy session, highlighting sustainable tourism and what benefits it can bring to area businesses.

Attendees looking to attract more visitors and customers in the coming year may alternately participate in a morning meet and greet session with the GRCVB's Communications, Marketing, Sales/Sports and Services departments. These departments' staff will help attendees connect their own marketing strategies with aspects of the GRCVB's 2011-2012 business plan.

Ticket or table reservations (and free registrations for the morning session) may be made online at www.visitRaleigh.com/luncheon. For questions regarding Annual Meeting sponsorship, please contact Linda Bonine, Director of Operations at the GRCVB at (919) 645-2662.

The Greater Raleigh Convention & Visitors Bureau, as the official destination marketing organization of Raleigh and Wake County, accelerates sustainable economic growth and development by increasing visitor and convention business.

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