



Sarasota Convention & Visitors Bureau Hires Director of Marketing

FOR IMMEDIATE RELEASE

January 16, 2008

Contact: Jason Puckett,

(941) 955-0991, ext. 105

E-mail: eduggan@sarasotafl.org

Contact: Erin M. Duggan

(941) 955-0991

SARASOTA, Fla. –The Sarasota Convention & Visitors Bureau (SCVB) is proud to announce that Anne Zavorskas has been hired to fill the position of Director of Marketing. This newly created position will have the task of leading marketing efforts for the destination, including the development of new product and market strategies to attract and increase overnight visitation in Sarasota County.

Ms. Zavorskas comes to the SCVB from SendTec, Inc., where she was responsible for managing national accounts for search engine marketing and online media strategies. Previously, she was Manager of Online Revenue Services for Miles Media Group, Director of Brandsites & Online Revenue for About.com, and Project Manager for Electronic Product Development with the West Group.

The Sarasota Convention & Visitors Bureau leads and supports the tourism industry in Sarasota County by providing the highest quality, and most innovative, marketing programs and promotions to ensure the continued growth of tourism and travel from visitors around the world. For more information on the functions of the SCVB, contact Erin M. Duggan at (941) 955-0991, ext. #108, or eduggan@sarasotafl.org.