

Discover Kalamazoo



Kalamazoo County Convention & Visitors Bureau

For Immediate Release

Contact: Bryan Beers

Phone: (269) 488-0060

bbeers@discoverkalamazoo.com

Kalamazoo County Convention and Visitors Bureau Adds Beers as Marketing, PR & Communications Manager

Kalamazoo, MI June 27, 2007– The Kalamazoo County Convention and Visitors Bureau (KCCVB) is pleased to announce the addition of Bryan Beers as the Marketing, Public Relations and Communications Manager. Beers previously worked for Eaton Corporation in a Marketing Communications/Sales Support role and brings over fifteen years of experience planning and executing national product marketing campaigns, managing advertising agency and media relations, providing sales support tools to a North American field sales/service organization and major trade show /event planning.

Beers joined the KCCVB in mid-June. His primary responsibilities will include the strategic positioning of Kalamazoo County as a premiere Midwest travel destination, increasing Kalamazoo County's top-of-mind awareness among decision makers in the leisure travel and meeting planner industry, and the deployment of various communications resources ... including the KCCVB website, printed information pieces, magazine advertising and video programs ... to encourage potential tourists and business travel planners to "Discover Kalamazoo."

"The KCCVB strives to increase revenues for Kalamazoo County and positively impact the economy of the county by marketing the community as a popular meeting and tourism destination. There's more to do in Kalamazoo, and our job is to spread the word," said Beers.

Beers is a graduate of Florida State University, with a Bachelor of Science degree in Communications.

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