



Convention & Visitors Bureau

News Release

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SAN JOSE CVB APPOINTS NEW PR MANAGER

San Jose, Calif. – The San Jose Convention & Visitors Bureau (SJCVB) today announced the appointment of Marie Rothhauser as Public Relations Manager. Marie, a long-time resident of San Jose, will manage the Bureau's public relations efforts, increasing awareness of San Jose and promoting the city as a favorable destination for meetings and conventions.

Marie joins the SJCVB marketing team after several years in high tech PR with Dovetail Public Relations, a boutique PR agency located in Los Gatos, CA. Prior to Dovetail, Marie served as the community outreach and special projects coordinator for County of Santa Clara Supervisor, Blanca Alvarado.

"We are excited to bring Marie on board," said Dan Fenton, president and CEO of SJCVB. "Public relations is an integral part of the marketing plan, and with Marie's experience in media relations, we hope to enhance San Jose's visibility among key market segments, particularly within the meetings and conventions trade publications."

Marie is a graduate of San Jose State University and received her B.S. in Public Relations.

About The San Jose Convention and Visitors Bureau (SJCVB)

The San Jose Convention and Visitors Bureau (SJCVB) enhances the image and economic well being of San Jose by taking the leadership role in marketing San Jose as a globally recognized destination. The SJCVB offers meeting planners, tour operators, and individual visitors a team of professionals who can assist with their destination planning process from beginning to end. For meeting planners and delegates, the Bureau's Destination Services department serves as the liaison for all convention facilities and hotels and event planning. For residents and visitors to San Jose, the Bureau's Visitor Services department can provide tools for learning about and planning a trip to San Jose. For a calendar of events or to receive a copy of the Bureau's Destination Planning Guide, please contact the San Jose Convention and Visitors Bureau at 1.888.SAN.JOSE (1.888.726.5673) or visit <http://www.sanjose.org>.

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