

PRESS RELEASE

SPACVB TO HOST “OFFICE HOURS” FOR DEVELOPMENT ASSISTANCE *with Wisconsin Department of Tourism – Tourism Development Specialist*

FOR IMMEDIATE RELEASE

For more information, contact:

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STEVENS POINT, Wis. (March 11, 2008) -- The Stevens Point Area Convention & Visitors Bureau (SPACVB) announced that they will be hosting “Office Hours” for the Wisconsin Department of Tourism’s Tourism Development Specialist Kit Sorenson, March 26 and March 27, between 10:00 a.m. and 4:00 p.m. in the Visitor Information Center, 340 Division Street North, Stevens Point.

To assist businesses throughout Portage County, Sorenson will be holding “Office Hours”. This is open to any Portage County tourism business, to meet with him to discuss their business, learn more about state assistance, department programs or for additional assistance they may be eligible to participate in. Appointments are available in half hour increments.

For the past 12 years as a Tourism Development Specialist through the Wisconsin Department of Tourism, Sorenson provides vital support to businesses and organizations throughout Wisconsin. His passion, to get others to love the Wisconsin travel experience, is evident in his work statewide.

As a Tourism Development Specialist, he works directly with chambers of commerce, convention and visitors bureaus and tourism businesses and organizations to help achieve success and an increased economic impact from tourism to receive a positive return on investment. He is available to act as a direct line of communication between governmental agencies, provide technical assistance regarding financial opportunities (both public and private) and provide tourism trend insight to aid business growth.

To schedule an appointment for your business or organization, contact Melissa Sabel, 715-344-2556 or melissa@stevenspointarea.com to schedule a meeting time or for more information.

The Stevens Point Area Convention and Visitors Bureau is an economic and community development organization whose purpose is to expand Portage County’s economy by attracting conventions, sporting events and leisure tourists to Portage County. Millions of dollars from visitor spending and increased tax revenues can be generated to increase commerce, sustain jobs and to create a desirable destination. The CVB provides visitors with state and local information including travel guides, maps and brochures. To receive more information on the Stevens Point Area Convention and Visitors Bureau and their services visit www.stevenspointarea.com or stop by the Visitor Information Center located at 340 N. Division Street, Stevens Point.

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