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FOR IMMEDIATE RELEASE

CACVB DIRECTOR TO LEAVE FOR POSITION IN TENNESSEE

CHARLOTTESVILLE, VA – February 21, 2008 – Director and CEO, Mark Shore will leave the Charlottesville Albemarle Convention & Visitors Bureau (CACVB) to serve as Executive Director for the Williamson County Convention & Visitors Bureau in Franklin, TN. Shore will leave his position on March 31.

“We will miss Mark’s leadership, vision, and dedication.” said Chairman Bob Stroh. “A true collaborator, he has united the community through strategic partnerships and bringing leaders together.” Shore, wife Amy and four children, have resided in Albemarle County since accepting the position in 2001.

During his tenure Shore has made significant impacts in the community, reflecting the increasingly important role of tourism as an economic development stimulus for the local community. Shore also worked with the Charlottesville Regional Tourism Council and the CVB Management Board in 2003 to create a single unified advisory board and a designated funding mechanism for the CACVB based on lodging tax collections. He was instrumental in bringing the Downtown Visitors Center under the full operation of the CACVB which now leases space from the City to house the administrative offices and visitor center in the new Downtown Transit Station building.

The CACVB Advisory Board will assist the City Manager and City Human Resources department in securing Shore’s successor. No timeline has been established yet for a replacement.

Shore also served as President of Virginia Association of Convention and Visitors Bureaus 2004-2005. Prior to his work in Charlottesville, Shore held leadership roles at Convention & Visitors Bureaus in North and South Carolina, served as marketing manager for a North Carolina historic site and also worked six years in the hotel industry.

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