

MEDIA RELEASE

For Immediate Release

Tourism Burlington Celebrates Local Partnerships at AGM

BURLINGTON, May 22, 2014 -At Tourism Burlington's recent Annual General Meeting leveraging local partnerships was this year's theme. Over 60 tourism partners attended the Tourism AGM on Thursday May 22 at the beautiful Crossroads Centre and many attendees participated in a facility tour.

A local speaker panel talked about the importance of leveraging local partnerships in the planning and implementing of their events. The panel included:

- Selina Jane Eckersall, *No Vacancy*;
Selina is the curator and founder of No Vacancy; a community-driven arts organization that curates pop-up contemporary art events throughout Burlington in unconventional or unique locations.
- Dave Whale, *Live & Local Music Series*;
David is a local graphic designer and is currently involved with the Live and Local Music Series at the Burlington Performing Arts Centre and Burlington Downtown Saturdays in the Street both promoting the local music scene in Burlington and surrounding area.
- Leila Hurley, - *Downtown events*;
Leila is currently the Marketing & Communications Specialist with Burlington Downtown and has a strong desire to work with local businesses to promote our vibrant downtown as an everyday destination for residents and visitors and spoke about Centro Garden and their Sunday market.
- Bev Martin, *Conservation Halton—Events*
Bev is the Manager of Visitor Services at Conservation Halton and oversees coordinating partner events with retailers, service groups and suppliers. Conservation Halton has had success in partnering with Mapleview Mall and Corbetts and with suppliers who conduct Demo Days.

Following the panel speakers Tourism Burlington presented their 2013 annual report and financial statements and discussed exciting new plans for 2014 including implementing a Discover Burlington App and new marketing partnerships and packages.

Tourism Burlington is the destination management organization for Burlington and operates a Visitor Centre that is open 7 days a week at 414 Locust Street just minutes from our beautiful waterfront. Contact www.tourismburlington.com for more information or call 905-634-5594.

For more information, contact:

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