



Media Release

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For Immediate Release

## **Visit Lubbock Hires New Executive Director**

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LUBBOCK, Texas (June 1, 2009) – Darren Rudloff has been named as the new Executive Director for Visit Lubbock, the Convention & Visitors Bureau. Darren has nineteen years of experience in the tourism field, which includes, President and CEO of the Cheyenne Area Convention and Visitors Bureau and has served on several Cheyenne economic development organizations. Mr. Rudloff is past president of the Wyoming Travel Industry Coalition, and has earned the Certified Destination Management Executive designation from *Destination Marketing Association International*. Prior to moving to Wyoming, Rudloff worked in the Texas Tourism Division for nine years in a variety of capacities including the Director of Tourism. He has a master's degree from the University of Texas and a bachelor's degree from Texas A&M University. Rudloff is enthusiastic in returning to Texas, and is ready for the opportunity to live in Lubbock. "It was the energy of a university town that helped me make the decision to move to Lubbock -- the vitality of the arts, the live music scene, the great hospitality. It will be a great place to promote," said Rudloff.



Visit Lubbock’s objectives are to use leisure activities, meetings, conventions and sporting events, among all other aspects of the travel industry, to create a positive economic impact in Lubbock. “Darren has the passion to bring visitors to our city, his experience will take Lubbock to the next level”, says Gary Lawrence, CEO of Lubbock Economic Development Alliance. Mr. Rudloff will begin his duties at Visit Lubbock in the beginning of July.

For more information please contact Gary Lawrence, CEO of Lubbock Economic Development, 806.749.4500

Visit Lubbock is the official destination marketing entity for the city of Lubbock. For a free visitor guide call 800-692-4035 or visit [www.VisitLubbock.org](http://www.VisitLubbock.org).

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