



Media Release

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For Immediate Release

## **VISIT LUBBOCK NAMES NEW SALES AND SERVICES COORDINATOR**

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LUBBOCK, Texas (November 26, 2008) – Visit Lubbock, the Convention and Visitors Bureau, has named Jessica Mendoza as the new Sales and Services Coordinator.

Before joining the Visit Lubbock team, Mendoza worked for Midland College as the Public Information Specialist. There, she wrote marketing plans for the individual departments, designed advertisements, created media plans and managed the Midland College Speakers' Bureau. Mendoza also worked at the Clovis Chamber of Commerce and gained valuable experience working with the city, as well as members of the community.

Originally from Portales, New Mexico, Mendoza is a graduate of Eastern New Mexico University where she earned a Bachelor of Arts in Communications, emphasis in Public Relations.

If additional information is needed, please contact Abie Cox, 806-747-5232 or [abie@visitlubbock.org](mailto:abie@visitlubbock.org).

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).