



ACVB Promotes Sales Services Manager
-New position will enhance brand implementation -

ATLANTA (Dec. 28, 2006) – Atlanta Convention & Visitors Bureau (ACVB) recently promoted Sheretha Bell to the newly created position of senior manager, sales and marketing services. In her new role, Bell will manage the design and utilization of ACVB templates and the company's promotional collateral.

In addition to these responsibilities, she will supervise a new part-time graphics designer, continue management of the Update Atlanta event, work with the membership and community affairs departments on creative needs for special events and coordinate with public relations and marketing efforts.

Bell previously served as manager, sales services and oversaw creative services for the sales department.

Bell joined ACVB in 2000 after graduating magna cum laude from Spelman College. She worked in the sales and marketing department as a specialist and was then promoted to assistant manager, sales services in 2002.

Established in 1913, ACVB is a private, nonprofit organization created exclusively to market metro Atlanta and Georgia as a premier convention, meeting and leisure destination in the regional, national and international marketplace and to favorably impact the Atlanta economy through conventions and tourism. www.atlanta.net

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