



FOR IMMEDIATE RELEASE

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**HIGH POINT CONVENTIONS & VISITORS BUREAU HIRES
KELLIE SANDERS AS VISITOR SERVICES COORDINATOR**

HIGH POINT, N.C., January 29, 2020 – The High Point Conventions & Visitors Bureau (HPCVB) is making some organizational changes in order to effectively implement the newly approved 10-year Strategic Destination Plan. The HPCVB added a new name and face to the team that will help serve visitors more effectively. Kellie Sanders joined the HPCVB on January 3rd as the new Visitor Services Coordinator.

Sanders’ will be instrumental in serving furniture shoppers, designers and other visitors looking for our programming and offerings. She will also be the point of contact to service groups who are in town for larger events and meetings ensuring that they have a seamless experience with exceptional service in High Point. “Her experience with furniture and design are what make her a great resource for any guests that enter the Visitors Center. She will be a great asset to the team at the High Point CVB,” says Visitor Center Manager, Christina Payne

Sanders’ relocated to High Point from Centreville, VA to play softball at High Point University. After graduating from HPU in 2015, Sanders worked as a Showroom Designer and eventually worked as the Marketing Director and New Business Development for Scarborough House and as Marketing Chair for the High Point Showroom Association.

In her short time with the CVB, she has already engaged in community events and is networking with other young professionals in the business community. “I look forward to starting this new chapter at the High Point CVB, while getting more involved in the community and taking advantage of this city’s opportunities,” says Sanders’.

“We are thrilled to have Kellie join our team! She already has a strong foundation with her experience working with the High Point Showroom Association and Scarborough House. We have worked with Kellie through both of those organizations and are optimistic at the value she will bring to the Visitor Center serving visitors and furniture shoppers,” says Melody Burnett, HPCVB President.

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About the High Point Convention & Visitors Bureau:

The High Point Convention & Visitors Bureau (HPCVB) is a nonprofit organization whose mission is to promote and encourage economic development in High Point through travel and tourism. The HPCVB works closely with meeting planners to bring events to High Point and to enhance their experience here, providing white glove assistance with event planning tasks including registration, transportation, and coordination among various venues. These services ensure that every group event will be successful down to the last detail because we want each visitor to make yourself at home. Established by state legislation in 1984, the HPCVB is an independent 501(c) 6 nonprofit organization funded by a self-imposed three percent room occupancy tax on local hotels. No taxpayer funds – city, county or state – are used to fund

the HPCVB. The Regional Visitors Center is located at 1634 N. Main St., Suite 102, Suite 102 High Point, N.C. For more information, visit www.highpoint.org.

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