



PRESS RELEASE

For Immediate Release

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Val Wright Joins Gaylord Area Convention & Tourism Bureau as Social Media & Special Projects Manager

Gaylord, MI - The Gaylord Area Convention & Tourism Bureau welcomes Val Wright as the organization's Social Media & Special Projects Manager. As a lifelong resident of Gaylord, Val is deeply connected to the community. With an educational background in both digital marketing and business management at North Central Michigan College in Petoskey, she is eager to leverage her knowledge and expertise to showcase the remarkable appeal of the Gaylord area.

A familiar face to many, Val may be recognized from the slopes of Treetops and Otsego Resort or the scenic trails of Aspen Park alongside her beloved dog. A passionate outdoor enthusiast, she has a talent for capturing the beauty of our region through photography.

Mark Copeland, Val's previous manager at Jays Sporting Goods, remarked, "Val demonstrates a remarkable flair for capturing the natural beauty of Northern Michigan. With her adventurous spirit and genuine charisma, I am confident that her perspective will artfully showcase the essence of Gaylord, inspiring people to visit our community."

In her previous career, Val dedicated much of her time to supporting individuals with diverse abilities at Crossroads Industries, cultivating deep connections and a nurturing environment. Her commitment to inclusivity and community well-being has left a lasting impact on those she has worked with.

"Crossroads plays a vital role in empowering individuals with disabilities by offering skill-building services," Val notes. "Their dedication to enhancing independence aligns closely with my values."

Embarking on this new chapter, Val is thrilled to infuse her creative zeal into her role, illuminating Gaylord in the most positive and engaging light possible. "We couldn't be more excited to have Val join our team," commented Christy Walcott, Director of Marketing & Communications for the Tourism Bureau. "Val is not only creative, detail-oriented and skilled with photography, but she also embraces Gaylord's outdoor recreation to the fullest in her daily life."

The Gaylord Area Convention & Tourism Bureau and Information Center is located at 319 West Main Street in downtown Gaylord. For more information on local activities and attractions, stop by or call 989-732-4000.