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FOR IMMEDIATE RELEASE

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The Abilene Convention and Visitors Bureau Welcomes *Trish Dressen*

Trish Christoferson-Dressen has joined the Abilene Convention and Visitors Bureau (ACVB) as Director of Communications. As an Abilene native, Trish's love for Abilene, coupled with her enthusiasm and marketing experience is a perfect fit for the ACVB. Marketing Abilene is not new to Trish, as she has marketed Abilene businesses (Tige' Boats, Lauren Engineering and Lawrence Hall Chevrolet) since her return to the city.

"I moved back to Abilene after college because I knew I could have a full life here in Abilene. I love this town, the people of this community and am so eager to give back to the place I grew up," Dressen explained.

With nine years of marketing experience, Dressen has been responsible for social media campaigns, marketing and collateral designs, newsletters, publications, press releases and media relations. The Abilene tourism industry will benefit greatly with her professional marketing experience.

Trish Christoferson-Dressen attended Abilene High School and is a 2004 graduate of Texas Tech University with a B.A. in Public Relations.

"Trish's enthusiasm and expertise in PR, marketing and communications is a tremendous asset for Abilene. We are ecstatic to have her on our team," says Nanci Liles, Executive Director.



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