

**For Immediate Release**  
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## **DuPage Convention & Visitors Bureau Welcomes New Manager of Partner Relations**

Oak Brook, IL – Sara Hackney has joined the staff of the DuPage Convention and Visitors Bureau (CVB) as Partner Relations Manager.

In her new position, Ms. Hackney is responsible for the overall organization and management of the bureau's membership, including member development and retention, partner communications and sponsorships.

She also plans, develops and executes the bureau's membership programs, events, orientations, educational programs, the annual meeting and various social and networking programs. She will work closely with the Board of Directors' Membership Committee in implementing their strategic plan, projects and initiatives which offer opportunities for bureau members to reach the lucrative travel and tourism market.

Sara is a graduate of Indiana University with a Bachelor of Science degree in General Studies, and minors in Business and Sociology. She previously worked as the Director of Programs and Member Relations for Lacy Leadership Association in Indianapolis and as Member Relations Specialist at Professional Convention and Management Association in Chicago.



Executive Director Skip Strittmatter remarked, "We are delighted to have Sara on board and look forward to utilizing her experience and expertise in member relations as we continue to grow our member base and promote DuPage County."

Sara can be reached at 630.575.8070, extension 216, or [sara@discoverdupage.com](mailto:sara@discoverdupage.com).

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### **About DuPage County & DuPage Convention & Visitors Bureau**

DuPage County is the second most populous county in Illinois after Cook County, which borders it to the north and east. Together, the two counties account for half of the state's population. One of the nation's wealthiest counties, DuPage is rich in many types of commerce and is second only to Cook in tourism revenue. With its well-developed highway and mass transit system, DuPage is easily accessible from O'Hare and Midway Airports as well as the City of Chicago.

Established through the efforts of a coalition of DuPage area hotel executives and business representatives in 1987, the DuPage Convention & Visitors Bureau was formally certified in 1989 by the State of Illinois. It remains the official agency to promote the county's multi-billion dollar tourism industry and market DuPage County as a destination for visitors, conventions and economic development.

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