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PRINCE WILLIAM COUNTY/MANASSAS
CONVENTION & VISITORS BUREAU

***CVB's New Board Chair Promotes Prince William County/Manassas, Virginia
as a Premier Destination***

Prince William County, Virginia – The Board of Directors overseeing the Prince William County/Manassas, Virginia Convention and Visitors Bureau (CVB) (www.visitpwc.com) announces the election of Kathy Loucks as new Board Chair.

“I’m proud to serve with a wonderful group of people on the CVB Board and to have the opportunity to work with a very talented CVB staff,” says Loucks. “The mission of the CVB is to market, promote and develop Prince William County and Manassas as a tourism, leisure and corporate destination, thereby stimulating economic growth and improving the quality of life of our community's citizens, businesses and visitors.”

Loucks most recently served as Director of Tourism for Potomac Mills, the top tourist attraction in Prince William County and one of the largest value/outlet shopping malls on the East Coast. Loucks worked for Mills Corporation for 17 ½ years. She traveled to countries including England, Germany, France and Belgium representing the Mills Corporation and Prince William County with Capital Region USA (CRUSA), a tourism coalition attracting overseas visitors to the mid-Atlantic.

Loucks has served on the CVB’s Board of Directors since it was created in February 2001. All 13 members of the Board are confirmed by Prince William County’s Board of County Supervisors. On the Board, Loucks represents the Prince William County Tourism Association, a local tourism industry coalition of hotels, attractions and golf courses. “Prince William County and Manassas offer a spectrum of attractions and activities to appeal to everyone’s interests: from the Manassas National Battlefield Park and Splashdown Waterpark to the new National Museum of The Marine Corps and the new Winery at LaGrange.”

Loucks adds, “We will strive to increase the name recognition of Prince William County as a prominent tourist and meeting destination.”

Loucks succeeds G.E. Buck Waters as Board Chair. Waters served in the position for five years. He represented the Prince William County Economic Development Council. Also newly-elected to their positions this year: Jay Ellington (representing the Prince William County Park Authority) as Vice-Chair; Stephen Nelson (representing the City of Manassas) as Secretary; Karol Kaldenbach (representing the Prince William County Tourism Association) as Treasurer.

The CVB is the official destination marketing organization for Prince William County/Manassas, Virginia. It is an independent, not-for-profit organization. For more information, please call 1-800-432-1792, 703-396-7130 or check out www.visitpwc.com.