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FOR IMMEDIATE RELEASE

Visit Beloit Announces Hiring of Director of Marketing and Public Relations

BELOIT, Wis. – Visit Beloit has announced the hiring of Tracy Bliss as the new Director of Marketing and Public Relations. In this role, Bliss will oversee marketing, communications, and public relations for Visit Beloit. Bliss, a native of Beloit, brings more than 20 years of marketing experience and a wealth of community involvement. Most recently, having owned her own graphic design business, she has worked on marketing projects for clients such as Greater Beloit Economic Development Corporation, Rock County Development Alliance, Beloit College, Beloit Janesville Symphony Orchestra, and many other non-profits and businesses throughout Rock County. Before her launching her own business, Bliss held positions such as Marketing and Event Manager with Community Action, Inc. and Marketing Manager at Data Dimensions.

Bliss holds a Bachelor of Fine Arts degree in Graphic Design from the University of Wisconsin-Milwaukee and is a proud alumna of the Leadership Development Academy of Rock County. She has served on the board of directors for the Greater Beloit Chamber of Commerce and the Leadership Development Academy of Rock County.

“Visit Beloit is thrilled to add Tracy Bliss to our innovative team,” states Celestino Ruffini, Visit Beloit Chief Executive Officer. “Bliss fully knows and understands the strengths of our destination. Her business acumen, creativity, and passion to elevate the greater Beloit region via the visitor economy is exactly what our organization was searching for in making this hire.”

“There couldn’t be a more exciting time to join the Visit Beloit leadership team! As a Beloit native, it is a dream come true to show off the city I love and all the wonderful, new things happening. Living, working, and volunteering within its diverse community over the years, will allow me to share all that Beloit has to offer with visitors and those fortunate to call Beloit home. No matter what you are looking for, you can find it here,” said Bliss.

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Visit Beloit is Greater Beloit’s tourism champion using their expertise to generate positive economic impact and to create a vibrant community for residents and visitors.