



## **MEDIA CONTACTS**

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**FOR IMMEDIATE RELEASE**

### **Tyechia Price Joins Visit Beloit as Newly Minted Public Relations Manager - and She's Ready to Meet You!**

*"I'm thrilled to welcome Tyechia Price to the team. Her passion for writing, public speaking, and culture makes her the perfect candidate," states Tracy Bliss, Director of Marketing and Public Relations at Visit Beloit.*

BELOIT, Wis. — Visit Beloit continues its expansion, welcoming Public Relations Manager, Tyechia Price, on February 13, 2023, bringing with her extensive knowledge of cultures and travel with worldwide experience spanning more than 20 years. As a staple in the Beloit region for 37 years, Visit Beloit serves as the official tourism organization for the state line, including the city of Beloit, Wis., the town of Beloit, Wis., South Beloit, Ill., and Rockton, Ill.

Meeting community members and learning their stories is among the first priorities for Price, a sentiment echoed by Tracy Bliss, Director of Marketing and Public Relations at Visit Beloit. "[Price] is ready to embrace our community and to create positive media coverage for Beloit as a leisure, business, and thriving destination," states Bliss.

Serving in the United States Army for eight years as a Military Police and Public Affairs Soldier for the 8th Military Police Brigade, Price began her journalism career as a photojournalist for the brigade's Keith L. Ware award-winning publication, *The Watchdog*, before becoming the publication's editor. Additionally, Price guest-authored articles for *The Morning Glory*, in South Korea, and *The Hawaiian Army Weekly*, in Hawai'i.

Graduating from Marquette University with a Master of Arts in Global History after military service, Price contributes a thoughtful perspective, amplified by her previous work and travels in East Asia, the Pacific, Middle East, Europe, Central and South America. "I've studied and covered peoples and cultures around the world professionally, academically, and leisurely, so having the opportunity to now share the fascinating dynamics of this region with the world is exhilarating," details Price.

Bliss describes the importance of the newly created role as an essential element of the organization's growth. "Not only is Beloit a popular travel destination in the Midwest, but it's an extraordinary place to live. With the addition of the Public Relations Manager position on our team, we can focus on the quality of life in Beloit, and through storytelling, share what makes our destination a desirable, vibrant community for current and future residents and visitors," explains Bliss.

To learn more about Visit Beloit, and to coordinate coverage for your business, please send an e-mail with the subject line *Let's Meet! [your company name]*, to Price at [tyechia@visitbeloit.com](mailto:tyechia@visitbeloit.com).

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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.