



FOR IMMEDIATE RELEASE
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Travel Salem Hires New Public Relations Manager

SALEM, OR — Travel Salem is pleased to announce Kara Kuh as the organization’s new public relations manager. In this role, Kuh will develop and implement public and media relations activities that promote Salem and Marion and Polk counties for leisure tourism and event business.

Kuh has more than 11 years of experience working in nonprofit communications and public relations. Before joining Travel Salem, she served as the communications specialist for Willamette Humane Society for five years. Prior to that, she worked as the media relations and marketing manager for the American Cancer Society in Portland, Ore.

A native Oregonian, Kuh earned a bachelor’s degree in business administration and marketing from Pacific University in Forest Grove, Ore. While studying at Pacific, she also completed a marketing and PR internship with the Washington County Visitors Association in Beaverton, Ore.

“Kara’s many years of experience in communications and media relations will help us promote Salem and the surrounding area as a key destination for leisure and business travelers,” says Irene Bernards, Travel Salem’s Marketing and PR Director. “We look forward to her contributions and are happy she is part of our team!”

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****Travel Salem is a non-profit organization that promotes Salem and Marion and Polk counties for leisure tourism and convention and event business. The local annual economic impact of the greater Salem area visitor industry is \$500 million. Travel Salem manages the Official Salem Area Travel Café/Visitors Center located at 181 High St. NE, in downtown Salem, two I-5 satellite visitor information locations located at the Best Western Mill Creek Inn (3125 Ryan Dr. SE) and the Red Lion Hotel (3301 Market St. NE), and the Official Salem Area Website www.TravelSalem.com****

