



FOR IMMEDIATE RELEASE
January 27, 2014

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Travel Salem Marketing Exchange Luncheon Set for February 20

Featuring Charles Humble, Oregon Wine Board

SALEM— Travel Salem’s marketing exchange luncheon will be held Thursday, February 20, from 11:45 a.m. to 1:30 p.m. at The Red Lion Hotel (3301 Market St. NE in Salem). The February 20 luncheon, sponsored by Courthouse Fitness and Viva! Event Management, features Charles Humble, Director of Communications and Interactive Marketing for the Oregon Wine Board as the keynote speaker. Mr. Humble joined the Oregon Wine Board (OWB) in 2011 following a successful career in communications consulting at several agencies in the Portland area. In his current position, he is responsible for internal and external OWB communications as well as all online and interactive communications. During his tenure at OWB, he has established a strong track record of communicating the successes of the Oregon wine industry.

Luncheon attendees are encouraged to bring brochures and business cards to promote their business or services and enter to win raffle prizes.

The cost to attend the luncheon is \$18 in advance and \$23 at the door. Reservations are required. Reservations can be made by calling 503-581-4325, ext. 58; or by mailing a check to Travel Salem Marketing Exchange Luncheon, 181 High St NE, Salem, OR, 97301.

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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 \$511 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****