



FOR IMMEDIATE RELEASE

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Travel Salem Marketing Exchange Luncheon Set for February 21

Featuring Salem Mayor's Address on Economic Development

SALEM— Travel Salem's marketing exchange luncheon will be held Thursday, February 21, from 11:45 a.m. to 1:15 p.m., at the Chemeketa Center for Business and Industry (CCBI), located at 626 High Street NE in Salem. Salem Mayor Anna Peterson will serve as the keynote speaker at the luncheon and will discuss economic development in the area.

Mayor Anna M. Peterson took office on January 11, 2011, and is now serving her second term. She has been a leader in business, civic and community organizations in Salem for over 25 years. She has served on the Board of Directors of SEDCOR, owned her own Marketing/PR firm, managed Capitol Press Printing, was the Marketing and Development Director at Garten Foundation and the first woman Director for the Commercial Bank (now West Coast Bank). She has also led arts and civic organizations, including the Salem Rotary Club, the Oregon Symphony Association in Salem, the Historic Elsinore Theatre, the Salem Public Library Foundation, and is a founding director of the Oregon Artists Series Foundation to bring art to public spaces in Salem. Anna has twice received Salem's highest volunteer recognition, the Willard C. Marshall Award, and was named Salem Area Chamber of Commerce First Citizen in 2003.

The marketing exchange luncheon is sponsored by Cherriots/Salem-Keizer Transit, Ipsenault, and Chemeketa Community College. Attendees are encouraged to bring brochures and business cards to promote their business and enter to over \$150 in local goods and services.

The cost to attend the luncheon is \$18 in advance and \$23 at the door. Reservations are required and 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 \$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 PLUS 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****