



FOR IMMEDIATE RELEASE

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Travel Salem Hires New Public Relations Manager

SALEM, ORE. — Travel Salem is pleased to announce Jenie Skoy as the Association's new PR Manager. Jenie has a wealth of experience as a former magazine editor, newspaper reporter and freelance food and travel writer. Jen grew up in Idaho and worked for more than a dozen years as a professional writer based in Salt Lake City, Utah.

Jenie holds a degree from Utah State University in English literature with a minor in print journalism. She's written for publications such as *Sunset*, *USA Today*, *Fodor's travel guides*, *Dining Out*, *Utah Style and Design*, *Digital iQ* magazine, *Ancestry*, *Park City* magazine, the *Wasatch Journal* and many others.

Jenie has also worked as a freelance PR writer, writing for clients as diverse as Microsoft and Beehive Cheese Company. She also worked as the editor of *Growing Edge* magazine in Corvallis, the associate editor of *Utah Business* and *Digital iQ* magazines in Salt Lake City, Utah, as well as a special sections editor at the *Register Guard* in Eugene.

Jenie is an avid food blogger and photographer and enjoys doing anything in the wilderness including rock climbing, hiking, fly-fishing and camping. She loves to cycle in Minto Brown Island Park, and dine in Salem's downtown restaurants.

Jenie claims that her true gift as Travel Salem's public relations manager is her tenacity at promoting Salem and Marion and Polk counties' rich destination attractions and activities to local and national media.

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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 \$452 million. Travel Salem manages the Official Salem Area Travel Café/Visitors Center located at the historic Grand Hotel building (181 High St. NE, 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

