



FOR IMMEDIATE RELEASE

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**Gwinnett Convention and Visitors Bureau Appoints New Board Members
and its First Female Board Chair**

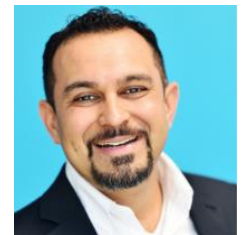
(Gwinnett County, GA) – Gwinnett Convention and Visitors Bureau (GCVB) announces the addition of two new members to its Board of Directors: **Jose Marquez-Leon** and **Ritesh (Rick) Desai**. GCVB also announces the appointment of its first female board chairwoman, **Marcy Adams**. All appointments are for three years terms.

“Our two new Board members will be a great addition to the group. Both bring a background of business relations and community commitment, which are important cornerstones for our business model,” says Stan Hall, CEO of GCVB. “But more importantly, they both bring a very high level of integrity and ethical awareness that we have been privileged to enjoy with our Board of Directors since our beginning.”



Marquez-Leon is the President and CEO of TechLatino: Latinos in Information Sciences and Technology Association (LISTA) and CEO of Georgia Latino Film Alliance and Film Festival. Marquez-Leon was recently appointed to the Norcross Public Arts Commission and now sits on the Board of the Technology Association of Georgia Diversity and Inclusion Society.

Desai is the founder of Vanitywala.com and serves as executive vice president of the company. Desai is a part of Asian-American Hotel Owners Association (AAHOA) the world’s largest hotel owners’ association. He currently serves as public relations lead for BAPS-Atlanta and southeast representative to the National Government Relations Committee of BAPS North America.



Adams, a seasoned hotel industry leader with over 20 years of experience, joined the GCVB Board of Directors in 2008 and has served in various capacities since that time. She currently serves as the vice president of operations for Crestline Hotels and Resorts where she leads operations for over 100 hotels and resorts.

“Our organization and campus is involved in the biggest growth cycle in our history. The strength of our Board is of paramount importance to the success of our organization’s goal of becoming the one of the most vibrant hospitality destinations in our region,” says Hall.

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ABOUT EXPLORE GWINNETT: Explore Gwinnett, the marketing brand for the Gwinnett Convention and Visitors Bureau (GCVB), is Gwinnett County's official tourism organization and is dedicated to strengthening Gwinnett County's economy by marketing the county as a destination for conventions, sporting events, meetings and leisure travel through sales, marketing and promotion. Explore Gwinnett also houses the Gwinnett Sports Commission and oversees and administers the Gwinnett Creativity Fund.