



## **Visit Loudoun Names Interim CEO**

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Loudoun County, VA (December 12, 2013)- Visit Loudoun Board of Directors Chair Beth Erickson will be the interim President and CEO for Visit Loudoun, officials with the tourism agency said Thursday.

Erickson, who previously served as the vice president for the Journey Through Hallowed Ground, will replace outgoing President & CEO Patrick Kaler who announced his resignation last month. Kaler, who joined Visit Loudoun in March 2011, accepted the President & CEO position with Visit Buffalo Niagara-representing Erie County, New York.

A Waterford resident, Erickson joined the Journey Through Hallowed Ground in 2005, leading tourism efforts for this multi-state organization. In July 2009, Erickson was elected to Visit Loudoun's Board of Directors.

Erickson will begin her stint as President & CEO after the New Year and will remain in the position until it is permanently filled. Visit Loudoun has formed a committee and will hire an executive search firm to begin a nationwide search.

### About Visit Loudoun

Visit Loudoun is the destination management organization for Loudoun County, Va., known as DC's Wine Country®, located 25 miles from Washington, DC. This not-for-profit organization develops and implements programs that promote tourism and travel to Loudoun and its towns, to increase visitation and generate visitor spending. The organization showcases Virginia's culinary and heritage assets, including award-winning wineries, horse country, scenic byways, and towns and villages steeped in history. Visit [www.VisitLoudoun.org](http://www.VisitLoudoun.org) for more information.