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FOR IMMEDIATE RELEASE

City of South Padre Island CVB Announces Cindy Treviño as New Director of Marketing and Corporate Sponsorships



South Padre Island, Texas – March 27, 2023 –

The South Padre Island Convention and Visitors Bureau (CVB) is excited to announce Cindy Treviño as the new Director of Marketing and Corporate Sponsorships. Treviño comes to the CVB with vast marketing, corporate partnerships, and community involvement knowledge.

“Cindy is a great addition to our team here at the CVB. Her career experience and community involvement will be tremendously valuable as we work to attract more visitors to South Padre Island,” says Blake Henry, South Padre Island CVB Executive Director.

Treviño most recently served as the Corporate Relations Manager for the City of McAllen, where she significantly increased sponsors for the City of McAllen’s largest event, the McAllen Holiday Parade. She is also heavily involved within the community serving as a board member of the McAllen Citizens League and a past member of Leadership of McAllen, the Civic Center Advisory Board, the McAllen Country Club Membership Committee, and the McAllen Chamber of Commerce.

Over the past years, Treviño has had many notable accomplishments, including increasing McAllen’s business income and success growth rate, generating a client network program, and launching the Tres Lagos Farmers Market. In 2019, the McAllen Chamber of Commerce featured Treviño in their “People You Should Know.”

As the Director of Marketing and Corporate Sponsorships, Treviño will play an active and integral role in building strategic marketing initiatives for sustaining and growing the essential economic impact of travel. Her role will continue to grow South Padre Island as a first-class destination for visitors worldwide.

Treviño begins her new role with the CVB on March 27, 2023.