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FOR IMMEDIATE RELEASE

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Rasheeda Martin Named Director of Sales for Explore York

YORK, PA – It is with great excitement we announce Rasheeda Martin has been named the new Director of Sales for Explore York. Rasheeda has served as the Sports Sales and Services Manager since 2019 and has worked at Explore York for four years. She is proud to be the first African American person to hold a director position at Explore York.

Her dedication to positioning York County as a sought-after sports destination has seen results with events such as Special Olympics Pennsylvania’s Indoor Winter Olympics, PDGA Amateur Disc Golf World Championships, and the International Senior Softball Association’s Senior Classic. In addition, during the events of the past two years, Rasheeda’s determination was instrumental in keeping York County’s tourism industry buzzing and hotel rooms filled with athletes.

“I could not be more proud of Rasheeda’s accomplishments over the past four years,” said Explore York President Laura Gurreri. “Watching her grow into an accomplished leader not only in our organization but in the sports tourism sector has been extremely rewarding. There is no doubt in my mind that Rasheeda will take on this new role with a drive that will take the sales department to new heights.”

Among Rasheeda’s goals for the future of the sales department is the creation of a Sports Advisory Committee. This committee will be filled with local sports partners who will give input into which tournaments and events Sport York should pursue. She will also oversee the creation of several new Group Tour Heritage Trails. These new itineraries will be focused on showcasing the diverse tapestry that is the York County landscape. Among the tours being added will be an African American heritage tour, Hispanic heritage tour, LGBTQ+ tour, and a women’s spirits tour showcasing female-led breweries and distilleries in our area.



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Rasheeda is proud to serve on the board of the William C. Goodridge Freedom Center & Underground Railroad Museum, as well as a member of the Rotary Club of York-North. Join us in congratulating her on her promotion and bright future with Explore York.

Explore York's Sport York program is designed to recruit events and generate additional economic impact in York County. Sport York positions York County as Pennsylvania's Premier Sports Destination, highlighting the area's dynamic facilities and central location on the East Coast. For further information about Sport York, visit www.yorkpa.org/sports.

Explore York's Mission is to maximize tourism expenditures and their economic impact in York County, PA, through comprehensive tourism sales and marketing programs. Explore York's Vision is for a York County where tourism is recognized for the value of its economic impact and its role in raising the profile of York County as a sought-after destination. For more information on Explore York, call 1-888-858-9675 or visit www.yorkpa.org.



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