

**DRAFT FOR REVIEW**

**Explore Gwinnett’s Lisa Anders Honored**

**as One of Georgia’s Most Influential Leaders**

*Georgia Trend Magazine Recognizes Executive Director*

*of County’s Official Tourism Organization on 2023 ‘Georgia 500’ List*

**Gwinnett County, Ga. – (November x, 2023) –** Explore Gwinnett is proud to announce Lisa Anders has been recognized as one of the state’s most successful economic development executives in *Georgia Trend* magazine’s 2023 ‘Georgia 500’ list. This year’s selections were based upon initial nominations and editorial committee recommendations, resulting in a prestigious guide of the Georgians who most impact the state.

"Being acknowledged as one of the state's most influential leaders by *Georgia Trend* magazine is a tremendous honor," said Lisa Anders, executive director of Explore Gwinnett. "I am incredibly grateful for the opportunity to lead Gwinnett County’s destination marketing efforts and want to extend my sincere appreciation to the entire Explore Gwinnett team, for their dedication in working with me to foster the growth and development of our thriving community.”

Gwinnett County, now the second-largest county in Georgia with nearly one million residents, boasts tourism expenditures surpassing $900 million. Over the past seven years, Anders has overseen the creation, development and expansion of the Gwinnett Film Office. By working closely with productions, location managers, and industry partners, the film industry in Gwinnett County has grown to over 50 productions, 150 permits and more than 500 film-friendly locations. **In addition, Anders helped develop and currently oversees Gwinnett County's inaugural arts and culture grant program, the Gwinnett Creativity Fund (GCF). This initiative financially supports arts programs in Gwinnett County, expanding the community's diverse cultural scene. Furthermore, she was a crucial leader in the destination's groundbreaking safety initiative, the Hospitality Flock Program. Through this program, Explore Gwinnett provides hotels and venues across the destination with Flock Safety cameras, ensuring that the county remains a desirable and safe destination for business and leisure travelers.**

**Each year, the *Georgia Trend* Georgia 500 recognizes the most powerful leaders across major industries and organizations who drive the state’s successful economy to new heights.**

**Anders' recognition can be found on page 118 in the Hospitality and Tourism section of *Georgia Trend’s* November Issue. Click** [**HERE**](https://editions.mydigitalpublication.com/publication/?m=8924&i=805475&p=120&ver=html5) **to view the digital edition of the 2023 Georgia 500.**

**For more information about Explore Gwinnett, visit** [**ExploreGwinnett.org**](https://www.exploregwinnett.org/)**. Stay up-to-date on the latest Explore Gwinnett news by following** [**@ExploreGwinnett**](https://www.instagram.com/exploregwinnett/) **on Instagram or** [**ExploreGwinnett**](https://www.facebook.com/exploregwinnett) **on Facebook.**

**About Explore Gwinnett:**

Serving as the official tourism organization of Gwinnett County, Explore Gwinnett consists of 16 cities north of Downtown Atlanta. Gwinnett County offers award-winning dining ranging from authentic Asian fare to southern delights, an abundance of shopping, arts programming, outdoor activities and more. Locals and tourists alike can explore various culinary offerings with special year-round events including Sippin' in the Suburbs Beer Tours and Seoul of the South Food Tours. Gwinnett County is a flourishing community for artists and also serves as a thriving production hub for popular films and television series.

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