

FOR IMMEDIATE RELEASE

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**Maddie Uhlenbrauck joins Fox Cities Convention & Visitors Bureau
as Marketing Communications Manager**

APPLETON, Wis. (March 12, 2021) –The Fox Cities Convention & Visitors Bureau (FCCVB) recently welcomed Maddie Uhlenbrauck as Marketing Communications Manager. In the role, Uhlenbrauck leads strategic marketing, communications and branding for the FCCVB, aimed at attracting visitors to the Fox Cities and driving economic development through tourism in the 19-community region.

“As an Appleton native, I am fortunate to have spent a majority of my life knowing first-hand the incredible people and places that make up the Fox Cities, and I’m thrilled to be part of an organization that works to continue strengthening our region through tourism,” Uhlenbrauck said.

In 2018, Uhlenbrauck worked seasonally as the FCCVB’s Visitor Services Coordinator – assisting with visitor inquiries and supporting the staff with event management - and is now joining the organization full-time after recently holding a client account management position at a Green Bay organization in the transportation sector.

“We are very excited to have Maddie join the CVB team. Her past experience with the CVB and area knowledge will provide great value in our efforts to grow the local economy through tourism,” FCCVB Executive Director Pam Seidl said.

Uhlenbrauck earned her bachelor’s degree in marketing from St. Norbert College in De Pere, WI, in 2019, and is a 2016 graduate of St. Mary Catholic High School in Neenah, WI.

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The Fox Cities Convention & Visitors Bureau strengthens the local economy by investing in and promoting our community. In the Fox Cities, which includes 19 communities, visitor spending totaled more than \$511 million in 2019. The Fox Cities Convention & Visitors Bureau estimates this direct spending supported more than 5,850 jobs and \$114 million in income for Fox Cities residents. www.foxcities.org