

FOR IMMEDIATE RELEASE

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The Fox Cities Convention & Visitors Bureau Welcomes Abby McDaniel and Jody Ciske

GRAND CHUTE, Wis. (December 15, 2021) – The Fox Cities Convention & Visitors Bureau (FCCVB) is pleased to welcome Abby McDaniel as Sports Marketing Manager and Jody Ciske as Visitor Service Admin. In their roles, McDaniel will assist with promoting the Fox Cities as a premier destination for sporting events while Ciske will provide administrative services to help support the operations of the FCCVB and Visitor Center.

Originally from Champlin, MN, McDaniel graduated from UW River Falls in 2021 with degrees in marketing communications and communication studies. Previous roles include positions in marketing and event planning and McDaniel is also the assistant coach for the local 18U Heat Volleyball team.

“With a background in a variety of sports as an athlete and coach, I am thrilled to bring the skills I’ve gained to the Fox Cities sports community. I look forward to building relationships with community partners and continuing to create a positive impact in the Fox Cities through sports tourism,” says McDaniel.

Ciske arrives at the FCCVB following a lengthy career working as a records specialist with a local airline. After living in various states, Jody relocated to the Fox Cities in 1975 and has additional experience in workforce development.

“Traveling is my passion after growing up in a military family that moved to different places throughout the world. I’m excited to greet our very own travelers here in the Fox Cities and share my knowledge of our area with them,” says Ciske.

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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 approximately \$333 million in 2020. The Fox Cities Convention & Visitors Bureau estimates this direct spending supported more than 4,185 jobs and \$96 million in income for Fox Cities residents.
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