

FOR IMMEDIATE RELEASE

April 9, 2021

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**Amy Rivera voted onto Wisconsin Agricultural Tourism Association
Board of Directors**

Fox Cities Convention & Visitors Bureau group sales manager will serve 3-year term as Director

GRAND CHUTE, Wis. (April 9, 2021) – Amy Rivera, a group sales manager with the Fox Cities Convention & Visitors Bureau (FCCVB), has been appointed to the Wisconsin Agricultural Tourism Association (WATA) Board of Directors.

“I am honored to become more involved with this organization and I look forward to working with its members and events,” Rivera said.

WATA is a non-profit, membership-based organization that works to promote and preserve the rural lifestyle, foster partnerships within the ag-tourism community and create awareness for Wisconsin’s agriculturally-based adventures. The WATA Board of Directors provide members with a platform to promote their products and services to the public and opportunities to attend educational workshops with networking sessions. The membership base consists of a wide variety of ag-tourism related business in Wisconsin, such as farms, breweries, wedding venues, festivals, and convention and visitors bureaus.

Rivera will serve a 3-year term on the board and has been previously involved with WATA for the past 3 years.

For more information about WATA, visit wiagtourism.com.

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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