



MEDIA RELEASE

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Attached Photo: Meghan N. Lawton

CORTLAND COUNTY CONVENTION & VISITORS BUREAU HIRES FORMER CORTLAND RESIDENT AS NEXT EXECUTIVE DIRECTOR

(CORTLAND, NY): The Cortland County Convention & Visitor's Bureau, the official Tourism Promotion Agency for Cortland County, is pleased to announce that Meghan N. Lawton has been selected as the new Executive Director of the organization.

"We had several candidates for retiring Executive Director Jim Dempsey's position," said Mary Coyer-Robillard, Asst. Vice President/Branch Manager at Tompkins Trust Company, Cortland Office, and Convention & Visitors Bureau Board President. "Meghan truly was the star applicant! She has a strong tourism background and she knows the market as her roots are Cortland. We are very excited she is on board. Meghan will no doubt be managing and guiding the promotion of Cortland County as a leading destination!"

Meghan (Nulty) Lawton, a graduate of both Homer High School (2003) and SUNY Cortland (2007), has an extensive history working in NYS Tourism. She joins the CCCVB having spent the last two years as the Vice President of Marketing & Public Relations for Campground Owners of New York, and prior to that served for over five years as the Vice President of Tourism and Tourist Promotion Agent for the Wyoming County Chamber of Commerce & Tourism in Western New York. Lawton and her husband, Tim, currently live in Warsaw, NY with their 13-year-old Coonhound mix. They are both looking forward to relocating to Cortland County.

"I am thrilled to be back in Cortland County, and eager to bring my NYS Tourism expertise to the CVB," Lawton said. "This is a dynamic organization and I am very pleased to join its staff. I look forward to continuing the great work that the CVB has done thus far, and to working with the Board of Directors, staff, elected officials, and tourism entities across Cortland County. I am very much looking forward to re-experiencing all the things that made me fall in love with Cortland while I was growing up here, and learn about and explore all the new things that have popped up since I last lived here. I thank the Board for its confidence and will work hard as a steward for the CVB, directing my full efforts to the growth, promotion and prosperity of Cortland County."

Lawton officially started with the CVB on July 16th, and will be splitting her time between Cortland and her current residence in Warsaw for the summer as her family makes the transition to Cortland County.

The Cortland County Convention & Visitors Bureau's purpose is to enhance the general economy of Cortland County, its cities, towns and villages, through promotion of tourist activities, conventions, trade shows, special events and other directly related and supporting activities.

The CVB office is located at 37 Church Street, Cortland, NY. For more information on the Cortland County Convention & Visitors Bureau, please call (607) 753-8463, visit us on the web at www.experiencecortland.com, or follow us on our social media channels.

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