



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Lee County names Johnson new deputy director of Visitor & Convention Bureau

LEE COUNTY, FL – The Lee County Visitor & Convention Bureau (VCB), representing The Beaches of Fort Myers & Sanibel, announces Pamela Johnson, as its new deputy director.

Johnson has spent 18 years working for the VCB in marketing, advertising and sales. She worked most recently as the director of sales and will now be responsible for all aspects of bureau operations and management. Her appointment is immediate.

As director of sales, she led a sales team of 12 highly motivated professionals to fulfill the VCB's mission to drive domestic and international groups and leisure visitors to Lee County. She has been responsible for leading the sales and conference services teams to ensure all goals are achieved or exceeded. Johnson is a Certified Destination Management Executive as awarded by Destination Marketing Association International.

"I am thrilled about this opportunity," Johnson said. "Tourism is extremely important to Lee County. I look forward to contributing to more record-breaking growth, which has been achieved by a great team, dedicated partners and a spectacular destination."

Tamara Pigott, VCB executive director, has worked with Johnson for 13 years.

"Pamela has always been a valuable member of the VCB team and I am excited to have her serve as deputy director of the organization," she said. "Her relationships in the tourism industry – local, nationally and internationally – are an asset to both our organization and our entire community."

A graduate of Howard University, Johnson holds a bachelor's of art degree in journalism. Johnson lives in Fort Myers.

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EDITOR'S NOTE: *Photo attached*

Sanibel & Captiva Islands Fort Myers Beach Fort Myers Bonita Springs Estero Cape Coral Pine Island Boca Grande & Outer Islands North Fort Myers Lehigh Acres

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