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FOR IMMEDIATE RELEASE

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Princeton Regional Convention and Visitors Bureau Announces New Name

Princeton, NJ – Monday, July 10th, 2017 – The Princeton Regional Convention and Visitors Bureau [CVB] and Princeton Regional Chamber of Commerce [PRCC] are pleased to announce their new CVB name. To better reflect the continuing growth of the CVB in Mercer County, the program will be renamed the Princeton-Mercer Regional Convention and Visitors Bureau. This change will more effectively reflect the size and importance of the CVB, better identifying the region it serves.

The new designation for the CVB comes on the heels of the NJ Conference on Tourism, where Lt. Governor Kim Guadagno announced that Mercer County set a record as the state’s second largest growth in tourism, based on “The Economic Impact of Tourism in New Jersey” report. Both, New Jersey and Mercer County again set records in 2016, with Mercer County seeing the second largest growth in tourism sales for the year, up 5.5 percent from last year, and New Jersey as a whole marking its seventh straight year of visitation growth.

“We are excited that the Princeton-Mercer Region has experienced such growth,” said Jennifer Spillane, Managing Director of the Princeton-Mercer Regional Convention & Visitors Bureau. “Our region has many wonderful historic, cultural, educational and family attractions not just in Princeton, but throughout Mercer County. The region has something for everyone, and we are excited to expand the CVB name to better showcase our regional assets.”

Along with the expanded name, a new CVB logo will be released at the CVB’s signature event, the third annual **Toast to Tourism Awards**, scheduled for **Tuesday, September 19th, 2017**, from 8:00 a.m.-10:00 a.m. at The Boathouse at Mercer Lake. The ceremony will include award presentations, keynote address, and a first look at the new Princeton- Mercer Regional CVB logo. The event is anticipated to attract 150 tourism and business professionals. Tickets are \$50 each and include breakfast and attendance at the Awards Program.

Please direct all inquiries on the new CVB name to Jennifer Spillane at JenniferS@princetonchamber.org. Please direct all inquiries regarding the Toast to Tourism event to Jenna Innocenzi at (609) 924-1776, ext. 109 or jenna@princetonchamber.org. Further information about the event can be found at www.princetonchamber.org.

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The Princeton Regional Chamber of Commerce – The Princeton Regional Chamber of Commerce is a membership organization committed to promoting business growth within the Princeton Region and surrounding areas. With more than 5,000 individual member contacts and more than 1,300 Member companies, the Princeton Regional Chamber of Commerce covers five central New Jersey counties and as the largest Chamber in Central New Jersey, stretches as far as New York, Philadelphia and Canada. More information about the Chamber can be found at www.princetonchamber.org.

The Princeton-Mercer Regional Convention and Visitors Bureau- The Princeton-Mercer Regional Convention and Visitors Bureau is the state’s supported Destination Marketing Organization serving the more than 2 million visitors who visit the Princeton Mercer Region in Central New Jersey. More information can be found at www.visitprinceton.org.