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### **LYNNETTE BRAILLARD JOINS VISIT BEND AS MARKETING DIRECTOR**

(BEND, Ore.)—Visit Bend (formerly the Bend Visitor & Convention Bureau) has hired Lynnette Brailard as marketing director. Prior to joining Visit Bend, Brailard spent more than six years as the marketing director for RE/MAX Sunset Realty & Vacations, the largest independent property management company in Sunriver.

At Visit Bend, Brailard will be responsible for managing the organization's day-to-day marketing and outreach efforts, including advertising, collateral, direct and electronic marketing, social marketing, web site and public relations.

“Lynnette’s skills and experience with destination marketing will make an immediate and significant contribution to Visit Bend’s marketing efforts, allowing us to increase both the efficiency and the effectiveness of these programs,” said Doug LaPlaca, president and CEO of Visit Bend.

Brailard received her Bachelor of Arts degree from the University of Washington in 1996, and moved to Bend in 2001 with her husband, Jay. Her passions include a love for adventure and adrenaline sports including motocross, rock climbing, snowboarding, wakeboarding/surfing, jet skiing, scuba diving, surfing and more.

She is also actively involved in the community as a board member of the Advertising Federation of Central Oregon and is currently the website co-chair, and has been involved with the Sparrow Clubs USA charity since 2002. As a current board member and the past marketing chair for the RE/MAX Offices of Central Oregon Wing Ding Gala

and Golf Classic, Lynnette handles all of the design and assists with the marketing for the annual event.

About Visit Bend:

Visit Bend is a non-membership, non-profit economic development organization dedicated to promoting tourism on behalf of the City of Bend. For more information or to order a complimentary Official Visitor's Guide to Bend, contact Visit Bend at 1-800-949-6086 or visit [www.visitbend.com](http://www.visitbend.com).

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