



For Immediate Release
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Marin Convention & Visitors Bureau Announces a Second Visitors Center Location in Marin County

San Rafael, CA – The Marin Convention & Visitors Bureau (MCVB) announced the opening of a second visitor resource center, the Marin Visitors Center West, in Marin County. The Marin Visitors Center West is located at the southeast intersection of Sir Francis Drake Blvd and Highway 1 in Olema, CA. It opened on Memorial Day weekend 2011. The facility will be open both weekends and weekdays from 10am to 4pm.

In a statement released by Bill Blackburn, Chair of the MCVB Board, “This location for our second visitors’ center is ideal. It has excellent visibility and ease of access for visitors. It will provide an additional resource for the area and gives the MCVB the opportunity to promote Marin, and particularly the West Marin area, in a responsible manner to potential visitors.”

The MCVB will work in conjunction with its West Marin partner, the West Marin Visitors Bureau, to assist in the daily operations of the center. The Marin Visitors Center West will provide similar services, resources, and collateral information as the MCVB Visitors Center in San Rafael. The center’s primary objective is to act as a localized point-of-contact location for individuals and groups that access the Pt. Reyes National Seashore area as well as those that come to West Marin for other amenities and attractions.

The MCVB hired Alicia Carney as the new Visitors Center West Coordinator on June 1, 2011. Alicia will graduate from Cal Poly San Luis Obispo in December 2011 with a B.S. Recreation, Parks & Tourism Administration and a concentration in Sustainable Travel & Tourism Management. She will be responsible for the daily operations of the new facility as well as developing new MCVB partnership programs with area members.

The Marin Convention & Visitors Bureau (MCVB) is a private 501-c6 organization funded by a voluntary self-assessment Business Improvement District (BID) that is dedicated to visitor promotion for Marin County. The mission is to develop a sustainable visitor base to Marin County, enhance the local economies, and protect the natural resources through responsible promotion.

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