

**For Immediate Release**  
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## **Director of Sales and Marketing Chosen for Niagara Convention and Civic Centre**

The Niagara Falls Convention and Civic Centre is pleased to announce the hiring of Jeff Dixon as Director of Sales and Marketing.

Kerry Painter, President and General Manager of the Centre said "We conducted a search across North America for candidates who could best sell not only the facility but the Niagara Region. This is a very pivotal position for us. As research proves people not only want to come to a wonderful facility but they're very interested in the surrounding activities an area has to offer. Jeff Dixon was chosen from several highly qualified individuals for the position. Not only did we feel he was the best candidate but he's also living here and has made a conscious choice to work and raise his family here. He is known for selling the Niagara region with great passion. We are thrilled to have him on board."

Jeff Dixon's hospitality career began in Niagara Falls prior to obtaining his Bachelor of Commerce in Hospitality and Tourism Management from Ryerson University. After University, Jeff Dixon spent over 10 years in Toronto working in a variety of roles for various hospitality organizations ranging from Operations Manager of an International Mystery Shopping company to Sales Manager for Luxury Hotels such as the Park Hyatt Toronto. Jeff Dixon joins the Niagara Convention and Civic Centre from the Fallsview Casino Resort where he was the Manager of Convention Sales and Conference Services for the past 3 years.

"I am thrilled to be a part of the Niagara Convention and Civic Centre team," said Jeff. "The anticipation for the Convention Centre is already growing in the industry, my plan is to build on that excitement and buzz! We need to close the business we have on the books but more importantly generate new leads that will fill the Centre year after year."

There are already over 50 days on hold for potential facility renters, including associations, home and garden shows, and corporate annual conferences. Painter continued, "There has been great interest already in renting the facility before we even have a shovel in the ground. With Jeff now able to fully devote his day to filling our calendar I am confident we'll have a great season our first year of opening."

The convention centre corporation is housed in a temporary office on Fallsview Boulevard while the centre on Stanley Avenue is being built. Construction on the convention centre is scheduled to begin in early 2009, with the facility opening Spring of 2011.

To book the Niagara Convention and Civic Centre please call Jeff Dixon at (905) 357-6222. They are open for business!

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