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FOR IMMEDIATE RELEASE

Visit Aurora's Briley Peters Named to DMAI's 2013 "30 Under 30"

June 5, 2013 – AURORA, COLORADO – Visit Aurora is proud to announce that director of marketing Briley Peters has been named one of 30 future leaders of the destination marketing industry by Destination Marketing Association International (DMAI).

In its third year, DMAI's 30 Under 30 program, sponsored by Searchwide, LLC, focuses on identifying and developing the talent of destination marketing professionals, aged 30 and under, through increased access to top-level networking and professional development.

"This group of individuals not only keeps destination marketing on the cutting-edge, but is the future of our industry," commented Michael D. Gehrisch, president & CEO of DMAI. "The 30 Under 30 program provides this key group with access to new knowledge and tools that are necessary to further infuse innovation into their organization."

Peters joined the two-year old Visit Aurora just a few short months after it was formed in December 2010, and has assisted the destination marketing organization through the development of its website, coordination of the first Official Visitors Guide and all sales and marketing materials. In addition, Peters was part of the contingency that traveled to the Czech Republic, helping to secure Aurora's first two international sports championships. Peters also served as an integral part of the development and implementation of Aurora's Destination Healthcare initiative; a new program designed to match patients with the highest quality healthcare outcomes available at Aurora's top-ranked medical facilities.

"We are incredibly proud of Briley's accomplishments here at Visit Aurora, and are thrilled that she has been recognized as the true destination marketing leader and professional that she is," said Visit Aurora President & CEO Gary Wheat.

For more information on Aurora, upcoming events or meeting facilities, visit www.VisitAurora.com or call 303-326-8698.

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