



## **Georgia Association of Convention & Visitors Bureaus (GACVB)**

### **Proud to Announce Returning Partnership with MediaOne North America**

Augusta, GA (September 2020) -- The [Georgia Association of Convention and Visitors Bureaus](#) (GACVB) is proud to announce another year of strategic partnership with MediaOne North America, a leading digital media marketing agency, who joins GACVB as a Sustainer Level partner. A digital media marketing agency providing data-driven digital solutions for today's complex marketplace, MediaOne excels at programmatic and social media, content marketing, and video with an emphasis in the travel and tourism industries.

"We've been working with MediaOne throughout 2020, and are very pleased with the way they've managed our business during a season of change. Regular and thorough campaign updates have helped us to appropriately gauge our metrics for success and readapt when necessary. They've allowed us to be fluid with our changing needs and have provided helpful insights and data to aid in educated decision making based on our destination size and market transitions," said Rebekah Snider, Executive Director, Visit Milledgeville. "Mike Robertson, our rep, has been approachable, responsive, helpful and genuinely caring. They're our favorite new vendor, and we look forward to continued relationship with them."

MediaOne provides high-level digital marketing strategies that will support GACVB and its members in creating and promoting awareness of Georgia destinations and the work the organization and communities do to enhance and contribute to the economic growth and quality of life across Georgia.

"We believe in the tourism industry and have seen the incredible transformational effects tourism can have on communities. To find a healthy organization like GACVB that is empowering its members and leveraging what the Industry can do, we are honored to renew our continued partnership with the GACVB team," said Jim Reagan, President, MediaOne North America.

"As a resource for our destination marketing organizations and tourism industry professionals, we strive to stay ahead of the curve and provide knowledge and insight into best practices, whether that be in communicating our tourism assets near and far or telling the story of economic success to our stakeholders," said Jay Markwalter, Executive Director, Georgia Association of Convention and Visitors Bureaus. "As leaders in digital media solutions, MediaOne brings their expertise to GACVB and our members. We are pleased to welcome them as one of our newest Ally Members at the Sustainer Level partnership."

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**About MediaOne North America**

MediaOne North America is a fast-growing digital advertising company that specializes in delivering Fortune 500 results with exceptional honesty, integrity and transparency. Comprised of industry veterans with more than 30 years' experience, the company was launched four years ago and represents clients from Florida to Minnesota and is excited to be working in Georgia.  
[www.MediaOneNA.com](http://www.MediaOneNA.com)

**About The Georgia Association of Convention and Visitors Bureaus**

The Georgia Association of Convention and Visitors Bureaus is an organization comprised of 90+ diverse tourism bureaus throughout the state of Georgia and associate members who provide services and support to the CVB community. The organization provides a unified voice of Georgia's destination marketing organizations as well as industry education and professional development opportunities to members. GACVB represents members across the state and country to keep Georgia's tourism industry at the forefront of developments, trends, products and services that may benefit its members, partners and ultimately communities. [www.GACVB.com](http://www.GACVB.com)

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For More Information, Please Contact:

Jay Markwalter, Executive Director  
Georgia Association of Convention & Visitors Bureaus  
(706) 338-0124  
[Jay@gacvb.com](mailto:Jay@gacvb.com)  
[www.GACVB.com](http://www.GACVB.com)

Deborah M. Stone, President  
Pineapple Public Relations  
(404) 237-3761, ext. 1001  
[Dstone@Pineapple-PR.com](mailto:Dstone@Pineapple-PR.com)  
[www.Pineapple-PR.com](http://www.Pineapple-PR.com)