



NEWS RELEASE

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Travel Portland Appoints Green Public Relations Manager

PORTLAND, ORE. - Travel Portland recently named Véronique Meunier to the position of public relations manager, sustainability. Substituting a niche focus for the more traditional, broad-based approach to destination promotion, Travel Portland has become one of the first convention and visitor bureaus in the nation to create a media relations position that focuses exclusively on promoting a region by highlighting its green and eco-friendly attributes.



"More and more travelers are interested in green experiences," explained Jeff Miller, Travel Portland president and CEO. "To keep up with the growing number of requests we're getting from visitors, meeting planners and the media, we felt it was critical to have a specialist in this area."

Born in Fort-de-France, the capital of Martinique, Meunier's family home is located in Grenoble, France. She relocated to Oregon in 2003 with her American husband. Upon arrival, Meunier first worked as a producer for Henry V, the West Coast's oldest event production company. In 2006, she joined Travel Portland, serving as a media relations coordinator for the Portland Metro Region, an area encompassing the city of Portland, as well as Multnomah, Columbia, Washington and Clackamas counties. In this role, Meunier worked directly with travel journalists, editors and television crews, coordinating and facilitating their research of the area.

An environmentalist at heart, Meunier is a member of Travel Portland's "Green Team," an employee advocacy group that encourages the adoption of green practices and standards by both Travel Portland and its hospitality industry partners. Last year, Meunier also played a major role in planning and executing a green media research tour for journalists interested in eco-travel.

"When we created the sustainable P.R. position, we knew we needed someone who had a wealth of public relations experience, strong travel media contacts, and a passionate commitment to the environment," explained Deborah Wakefield, vice president of communications and public relations for Travel Portland. "Luckily, we didn't have to look far; the ideal candidate was already working for us."

After officially stepping into her new role on May 5, Meunier will begin developing a strategy for highlighting and promoting Portland's many green story angles. Although all of Travel Portland's media outreach efforts currently touch upon the destination's sustainable elements, Meunier will be charged with greatly enhancing that effort. She will also take responsibility for tracking Portland's ever-growing list of green travel amenities, making her an expert point of contact for media with a particular interest in sustainability.

At the Travel Portland offices, Meunier can be reached at 503.275.9783 or veronique@travelportland.com.

Travel Portland is a nonprofit independent association whose mission is to strengthen the region's economy by marketing the metropolitan Portland area as a preferred destination for meetings, conventions and leisure travel.

For a high-res headshot of Véronique Meunier, please contact Reid Cooper of Cooper Design at cooperdesign@teleport.com. ###