



NEWS RELEASE

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## **Lee County Visitor & Convention Bureau welcomes new communications specialist**

**LEE COUNTY, Fla.** – The Lee County Visitor & Convention Bureau (VCB) welcomes Annie Banion to the administration team as its new communications specialist.

Her role will include assisting in the promotion of The Beaches of Fort Myers & Sanibel as a visitor destination in media outlets, both domestically and internationally.

Banion's duties will also include providing administrative, technical and analytical support, as well as assisting with journalists' visits and media inquiries.

She joins the VCB with experience in communication, public relations and member services. Most recently, Banion served as membership & communications director for the Lee Building Industry Association (Lee BIA) where she created, implemented and managed association member services and communication. Prior to her position at the Lee BIA, she began her professional career in hospitality by serving in several roles at The Westin Cape Coral Resort at Marina Village.

Banion is an Ohio native, but has lived in Lee County for more than 14 years. She earned her bachelor's degree from Florida Gulf Coast University in communications with a concentration in public relations and a minor in management.