July 7, 2020
FOR IMMEDIATE RELEASE
Contact: Christina Glynn, 831.239.7080 (cell)
Photography attached

VISIT SANTA CRUZ COUNTY HONORS GARY GREEN, COOPERATIVE MARKETING DIRECTOR UPON HIS RETIREMENT

SANTA CRUZ, CA - Gary Green has retired after 17 years as Cooperative Marketing Director for Visit Santa Cruz County (VSCC). His retirement was effective July 1st. Gary joined the VSCC staff as Cooperative Marketing Manager in December 2003 and was promoted to a directorship position a few years later. During his tenure at VSCC Gary has been a loyal supporter of the tourism industry, helping to bolster the local economy by involving businesses of all sizes and types to participate in community-based destination marketing and promotional efforts.

Gary's primary responsibility at VSCC has been to introduce destination cooperative marketing opportunities to local businesses, but he has also served as a tireless ambassador for local tourism and VSCC in the community. He has been a sounding board and enthusiastic advocate for hundreds of local businesses over the years and truly cares about helping them to succeed.

"Gary clearly showed his desire to be part of a larger effort to support the local economy and the unique small business community that makes our tourism industry so special," said Maggie Ivy, CEO and Executive Vice President of Visit Santa Cruz County.

Over the years Gary expanded the cooperative marketing offerings to local partners in digital, print and social media exposure. The millions of dollars in cooperative participation he secured was reinvested in tourism over these many years. His annual sales that have supported the Official Santa Cruz County Traveler's Guide every year and his leadership in guiding the annual spring and fall campaigns have made it possible to expand the scope and effectiveness of regional, leisure marketing on many levels.

Gary resides in Watsonville with his wife Ruby and son Armando, and has been active in the local music scene since he came to the area to attend UC Santa Cruz as a Marketing Communications student.