



For Immediate Release

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**Odessa Chamber of Commerce Welcomes Laura Marts as
Director of Discover Odessa**

ODESSA, TX • March 27, 2024 - Discover Odessa is thrilled to announce Laura Marts as its new Director. Discover Odessa is dedicated to promoting tourism, attracting visitors, and driving economic growth for the Odessa community.

"We welcome Laura Marts as our new Director of Discover Odessa. Laura embraced the opportunity to join our Chamber team in this important role. She is energetic and passionate about the travel and tourism industry. We are excited to see Laura utilize her knowledge and skillset to take the department to the next level," said Renee' Earls, President/CEO of the Odessa Chamber of Commerce.

Laura brings a wealth of experience to the table, with a strong background in marketing, destination development, and visitor experience management. This expertise aligns perfectly with Discover Odessa's mission to showcase Odessa's charm and create unforgettable experiences for visitors.

"I am honored to be named the new Director of Discover Odessa," said Laura Marts. "Odessa is a unique city with a rich history and culture. I look forward to working with the talented team at Discover Odessa to develop creative and effective marketing campaigns that will attract more visitors to Odessa and contribute to the city's economic growth," said Laura Marts, Director of Discover Odessa

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For more information or media inquiries contact Ashley Flores, Marketing and Communications Specialist at ashley@discoverodessa.org or 432-333-7874, cell at 432-553-9074.

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