



**For Immediate Release**

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## **CONVENTION AND VISITORS BUREAU PARTNERS WITH VISTA TO PROMOTE JEFFERSON CITY**

The Jefferson City Convention and Visitors recently welcomed the arrival of two new VISTA, Volunteers in Service to America, members, James Vittetau and Andrew Kanis. Kanis and Vittetau moved to Jefferson City from Indianapolis, Indiana, after graduating from Indiana University and Ball State University, respectively.

Kanis and Vittetau will perform a variety of duties during their term at the Bureau, but their main focus is to research and promote Jefferson City through its strong tie to the Missouri River.

Steve Picker, Jefferson City Convention and Visitors Bureau executive director, said that Kanis and Vittetau are welcome additions to the strong team already in place at the Bureau.

“Jefferson City has the opportunity to capitalize on a great natural resource, the Missouri River,” Picker said. “The VISTA members will work to promote Jefferson City through many avenues including heritage tourism and online marketing.”

Kanis and Vittetau will work at the Bureau for a year. They said they are looking forward to their year stint in Jefferson City, especially learning more about the community and promoting Jefferson City to residents and visitors.

In cooperation with the Missouri River Communities Network, the Convention and Visitors Bureau is partnering with the federal government VISTA program. The VISTA program is a national service program designed specifically to fight poverty. The goal of the Missouri River Communities Network is to use the VISTA members to bring more visitors into the Missouri River Corridor, in turn, creating more jobs and bringing people out of poverty.

For more information, contact the Convention and Visitors Bureau at (573) 632-2820.

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