



Media Release

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For Immediate Release

Rudloff declines Executive Director position due to health concerns

LUBBOCK, Texas (June 29, 2009) – It is Visit Lubbock’s sincere regret that Darren Rudloff will not be able to fulfill his duties as the newly appointed Executive Director for Visit Lubbock. Due to an unanticipated but urgent family health crisis Darren will immediately return to Cheyenne, Wyoming and resume his previous position as president of the Cheyenne Area Convention and Visitors Bureau. “I want to express my great gratitude to Visit Lubbock’s Board and staff for the opportunity to work with them. The City of Lubbock deserves immediate strong leadership but, unfortunately, this unforeseeable event makes my personal availability uncertain for the near future.” Said Rudloff.

Visit Lubbock and the Board of Directors will keep Darren and his family in their thoughts and will continue the search for a new Executive Director. “We are saddened by Darren’s unexpected family emergency and wish his family the very best. It is our first priority to fill the position of Executive Director”, said Gary Lawrence, CEO of Market Lubbock.

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