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LRCVB Names Director of Communications

Jeff Chastain to lead Bureau's Communications Department

LITTLE ROCK, Ark. (Nov. 2, 2023) – The Little Rock Convention & Visitors Bureau (LRCVB) has announced the hiring of Jeff Chastain as Director of Communications. Bringing over 20 years of expertise to the role, Chastain will manage a variety of communication and media relations strategies and activities to support the Bureau's tourism efforts for the city.

"Jeff was a natural choice for our team," said LRCVB Vice President of Marketing, Communications & Community Engagement Kasey Summerville. "We believe Jeff's work experience has guided him toward tourism work for the LRCVB, and we are excited for his plans to promote Little Rock."

Chastain joins the LRCVB after working with E.C. Barton & Company in Jonesboro, Ark. for the past 16 years. This included 12 years as the public relations director, planning and executing the company's annual meeting and vendor trade show. He also served three years as public relations director for the Jonesboro Regional Chamber of Commerce.

"I'm excited about the opportunity to help make meaningful contributions to the city of Little Rock by being part of the LRCVB," said Chastain. "Our work, by our mission, is to improve the quality of life and the local economy through our many activities. Work of this nature is emotionally rewarding."

Chastain earned his bachelor's degree in journalism with an emphasis in public relations from Arkansas State University. He was a founding member of the Jonesboro Young Professionals Network and has produced cycling and running events to benefit local charitable organizations.

A runner and cyclist, Chastain said what drew him to Little Rock was the city's diverse recreational activities and infrastructure for an active lifestyle.

ABOUT THE LITTLE ROCK CONVENTION & VISITORS BUREAU

The Little Rock Convention & Visitors Bureau (LRCVB) is the official destination marketing organization for the City of Little Rock, charged with marketing and selling the city as a meeting, sports and leisure travel destination. The LRCVB also manages the Statehouse Convention Center, Robinson Center, River Market and multiple parking facilities. For more information, visit www.littlerock.com.

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