



**For More Information:**  
Stephanie Coomer  
(662) 841-6521  
[scoomer@tupelo.net](mailto:scoomer@tupelo.net)

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## **Jennie Bradford Curlee Named Tupelo Convention & Visitors Bureau Deputy Director**

TUPELO, Miss—Jennie Bradford Curlee, APR, TMP, has been named Deputy Director of the Tupelo Convention & Visitors Bureau. As part of this new role, she will continue to lead the international sales efforts of the bureau. Curlee has served 11 years as Public Relations & International Sales Director.

“Jennie Bradford has been a valuable asset to Tupelo during her time as Public Relations & International Sales Director. She has carried our story to people all over the globe and pushed Tupelo’s story to countless publications,” said Mayor Todd Jordan. “Jennie Bradford is well respected within the Destination Marketing industry and all of her accolades speak for themselves. We look forward to her expanded role serving her hometown.”

A lifelong resident of Tupelo, Curlee earned a Bachelor of Arts from the University of Alabama. She previously served as Director of Corporate Communications for the Community Development Foundation before joining the Tupelo Convention & Visitors Bureau in 2012. She earned the Tourism Marketing Professional certification through Southeast Tourism Society in 2015 and received accreditation in public relations through the Public Relations Society of America in 2021.

“Jennie Bradford has been passionate about the tourism industry since the day she began at the Tupelo Convention and Visitors Bureau nearly twelve years ago,” said Stephanie Coomer, Tupelo Convention & Visitors Bureau Executive Director. “She has consistently sought out opportunities to understand the industry from every facet and will bring a great perspective to her new role as Deputy Director.”

A member of the Public Relations Association of Mississippi (PRAM), Curlee served as president of the statewide organization in 2017 and served as president of PRAM’s parent organization, the Southern Public Relations Federation in 2018. She was honored as the Southeast Tourism Society’s Rising Star in 2014 and was named one of Mississippi’s Top 50 Under 40 by the *Mississippi Business Journal* in 2016. She was honored as Travel South USA’s City/DMO Ambassador of the Year in 2022.

“It is an honor to continue serving my hometown in this new role,” said Curlee. “I am passionate about telling Tupelo’s story and promoting our tourism assets to travel trade across the globe. I am excited to develop and foster new partnerships on behalf of the bureau and engage in tourism product development in order to welcome even more visitors to Tupelo.”

Curlee serves as co-chairman of the Mississippi Tourism Association Membership Committee. She teaches the first and second year public relations courses at Southeast Tourism Society's Marketing College. She is the VP of Membership and Accreditation for the Public Relations Association of Mississippi Northeast Chapter and is a member of the United Way of Northeast Mississippi board where she is currently serving as campaign chairman.

*Founded in 1985, the Tupelo Convention and Visitors Bureau's mission is to promote Tupelo as a viable site to visit in the State of Mississippi; to provide support for tourism-related projects; and to educate and assist the public regarding tourism development, which will result in increased tourism revenue and a positive image for the City of Tupelo. Visit the Tupelo CVB at [www.tupelo.net](http://www.tupelo.net), like us at [www.facebook.com/MyTupelo](https://www.facebook.com/MyTupelo), follow us at [www.twitter.com/MyTupelo](https://www.twitter.com/MyTupelo), and on Instagram as MyTupelo.*