



# DUTCHESS TOURISM

HUDSON VALLEY REGION NEW YORK

**FOR IMMEDIATE RELEASE**

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**Contact:** Whitney Bowers

845-463-5446

[whitney@dutchesstourism.com](mailto:whitney@dutchesstourism.com)

## **MARY KAY VRBA HONOREE AT MOVES MAGAZINE ANNUAL POWER WOMEN GALA**

NEW YORK, NY– *Moves Magazine* named Mary Kay Vrba, President and CEO of Dutchess Tourism, Inc. (DTI), a 2019 Power Women Honoree at its annual gala event Friday evening. The Moves Power Women Gala, now in its 16<sup>th</sup> year, honors and celebrates women who embody the magazine’s commitment to women’s rights, social fairness and equality. Vrba and 24 others were selected from a broad spectrum of industries in 2019, for leading by example and acting as role models for future generations of young women.

With 32 years of tourism experience, Vrba has continuously spread the message that the strengthening of the local tourism industry leads to an ever-growing influx of tourists which, in turn, fuels economic growth. Vrba led the organization’s transition in 2013 from an arm of Dutchess County Economic Development Corporation to an independent 501c6 non-profit. Since then, DTI has grown in staffing and scope to provide more than 600 tourism-related entities in Dutchess County with business, marketing, education and other support. In 2017, DTI became one of less than 200 destination marketing organizations world-wide to receive accreditation from Destinations International.

“No one is more deserving of this recognition than Dutchess Tourism Inc.’s Mary Kay Vrba,” said Dutchess County Executive Marcus Molinaro. “Our very own Power Woman, Mary Kay has put Dutchess County on the map as a global travel destination. For 25 years her impressive achievements externally promoting the county to potential visitors and internally fostering relationships among local industry partners at Dutchess Tourism, Inc. have earned her the utmost respect by her peers.”

“I am incredibly honored to be one of the many Moves Power Women honorees. It is humbling to stand among female heroes, leaders and changemakers who have all made a difference in this world,” said Vrba. “I feel blessed to be in the business of travel, which gives people new experiences and stories to tell every day. The success of our local industry has a ripple effect that positively impacts our county residents. I am proud to say that our all-female team strives for excellence, knowing that it means an improved quality of life for our community.”

Video links from event:

[https://youtu.be/--os9\\_d2xo](https://youtu.be/--os9_d2xo)

<https://youtu.be/GC6GAqzqCt0>

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### **About Moves Magazine**

[Moves Magazine](#) advocates for women’s rights, social fairness and equal opportunity to its readers. The annual Power Women Gala is the magazine’s year-end celebration of 25 women from all spheres who endorse these aims and make a difference. An example and role model for future generations of young women, our nominees lead by example, are accommodating and flexible by nature, yet strong and immovable on points of principle; always determined but always aware of circumstance.

### **About Power Women**

[Moves Power Women](#) make striking changes in today’s male dominated society... with femininity and grace. Chosen from the broadest spectrum of society, each of our Power Women achieves the respect of their industry insiders and recognition and admiration from women everywhere. A Moves Power Woman is dedicated to making a difference in the lives of others and clearing the path for the next generation.

3 NEPTUNE ROAD, SUITE A11A, POUGHKEEPSIE, NEW YORK 12601-5500  
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She shows leadership and dedication; influencing and unafraid to be influenced within her chosen field and recognizes the need for changes in society, and willing to make sacrifices to achieve these changes... behind the scenes or front of house.

**About Dutchess Tourism**

[Dutchess Tourism, Inc.](#) is the officially designated destination marketing organization for Dutchess County and is accredited by the Destination Marketing Accreditation Program (DMAP) of Destinations International. It is an independent 501c6 non-profit organization that works to bring tourism dollars to area businesses by marketing and promoting the assets of Dutchess County to the nation and the world. The office is located at 3 Neptune Road in the Town of Poughkeepsie with 18 Tourist Information Centers located around Dutchess County. Dutchess Tourism is partially funded by monies received from the County of Dutchess.

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