



News Release

FOR IMMEDIATE RELEASE

April 20, 2020

Tilley Begins New Role as Visit LaGrange, Inc. President/CEO

LaGrange, Ga. April 20, 2020 – Visit LaGrange, Inc. President Kathy Tilley is settling into her new role despite the state-wide shelter-in-place orders. Although different than she imagined, her first week was full of work learning about the new organization.

Tilley accepted the position in January but continued as Interim President of the LaGrange Troup County Chamber of Commerce until a new President of that organization could be hired.

“I am thrilled to finally be at Visit LaGrange and excited about the opportunities that lie ahead. This is definitely a unique time to be starting in Tourism but I’m confident our community will be better than it was before the onset of the coronavirus,” Tilley said.

Visit LaGrange is currently focused on ways to help local businesses during this difficult time until people are free to travel again.

“On our website, visitlagrange.com, we have a current listing of what restaurants are open. We also have information about local attractions that we continue to promote so that when America is re-opened people will already have LaGrange on their mind,” she said.

Tilley served most recently as the Executive Director of the Troup County Center for Strategic Planning. She has extensive experience in hospitality, tourism and marketing working for Ritz Carlton Hotel Company and then Callaway Gardens and the Ida Cason Callaway Foundation for almost 20 years.

“I am very excited that Kathy is on board full time now,” said Visit LaGrange Board Chairman Bobby Carmichael. “We anticipate our Tourism Partners being able to open soon so we can promote travel to LaGrange again.”

In her role as Visit LaGrange President/CEO, Tilley will help develop, coordinate, direct and implement a comprehensive strategy for marketing LaGrange as a tourism destination.

Tilley has lived in LaGrange for most of her life. She and her husband, Hal, have one daughter, Chandler. Tilley is began her new role April 6th.

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