



FOR IMMEDIATE RELEASE

January 12, 2009

Contacts:

Kate Scaglione, NTCC

716-282-8992, ext. 310

Laura Taczak, e3communications

716-854-8182

**JOHN PERCY APPOINTED VOLUNTEER CHAIR OF
AMERICAN BUS ASSOCIATION MARKETPLACE**

***Niagara Tourism and Convention Corp president on leadership track for
chairman in 2011***

NIAGARA FALLS, NY – John Percy, president and CEO of the Niagara Tourism and Convention Corporation, has been appointed volunteer chair for the 2009 American Bus Association (ABA) Marketplace. This is the premier business event for the group travel industry and is underway in Charlotte January 7-12, 2009. With this appointment, Percy is on track to serve as vice chair for the 2010 ABA Marketplace in Washington, D.C. and chairman of the 2011 event in Philadelphia.

“I am truly honored and privileged to have been selected by ABA to serve in this capacity,” said Percy. “It is truly a compliment professionally to be recognized by such a premier organizations like ABA.” Percy will be only the second supplier in ABA history to be named chair of the Marketplace event, traditionally a motorcoach operator fills that role.

American Bus Association represents approximately 1,000 motorcoach and tour companies in the United States and Canada. Its members operate charter, tour, regular route, airport express, special operations and contract services

-more-

2-2-2-2

The American Bus Marketplace allow buyers and sellers to meet face-to-face in prescheduled appointments. The Marketplace also offers professional education seminars and numerous networking opportunities for group travel and destination organizations.

The mission of the NTCC is to enhance the economic prosperity of Niagara County USA by promoting, selling and marketing the County as a premier destination for meetings, conventions and leisure tourism. For more information, please visit www.niagara-usa.com.

###