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## **The Clark County Event Center Hires New Marketing Manager**

**Ridgefield, WA** - The Clark County Event Center managed by the Fairground Site Management Group has recently hired Avaly Mobbs to the position of Marketing Manager to oversee the Clark County Fair and the growing number of events and exhibitions utilizing the facilities at the Clark County Event Center including the new Exhibition Hall. Mobbs duties will include marketing the Clark County Fair, sponsorship creation and fulfillment, advertising and marketing plans, public relations oversight and community relations.

Mobbs comes to the Clark County Event Center and Clark County Fair from a four year Special Events Director position with the Building Industry Association (BIA) of Clark County - which produces the successful Parade of Homes event. "Avaly's extensive background in marketing, event management and sponsorship sales made her the ideal choice for the growing needs of the Clark County Event Center and Clark County Fair," noted Justin Kobluk, Executive Director of the facility.

While at the BIA, Mobbs was responsible for the coordination of the annual Parade of Homes event, Clark County Remodeled Homes Tour, and monthly membership meetings. Mobbs increased sponsorship sales by 200%, increased the Parade of Homes attendance by 12,000 people and increased net profit by 393% over the past four years. Previous to the BIA, Mobbs was the Marketing Director of Westfield Shoppingtown in Vancouver. As Marketing Director she coordinated all advertising and media buys, public relations and promotional events.

Mobbs has an MBA from Washington State University and was most recently given the designation of *Accomplished & Under 40* by the Vancouver Business Journal. Mobbs also sits as a board member on the YW Housing Board.

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