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## Choose Lansing™ Hires New Sales Manager

*Choose Lansing™ grows sales team with new sales manager*

**LANSING, MICH. – August 15, 2024–** [Choose Lansing™](https://www.lansing.org) is pleased to announce the addition of Draylon Young to its team as sales manager.

“We’re thrilled to welcome Draylon to our growing sales and services team,” said Julie Pingston, President and CEO of Choose Lansing™. “This team is a key part of our effort to positively impact our local economy by bringing more events and meetings to the Lansing area.”

Young joins Choose Lansing with experience in business development and membership services for organizations like Oracle and the Detroit Lions. He has a Bachelor of Arts in sports management with a minor in professional sales from Central Michigan University.

As sales manager, Young will work with the state association market to bring association meetings and conferences to the Greater Lansing area.

“We are extremely excited to welcome Draylon to the team,” said David Buckenberger, Senior VP, Business Development at Choose Lansing. “He brings successful sales experience and a familiarity with the region that will be a great addition to Choose Lansing.”

“I’m looking forward to serving the people of Greater Lansing and building great relationships,” adds Young.

For more information about Choose Lansing™, visit [www.lansing.org](https://www.lansing.org) or call 517-487-0077.

### **About Choose Lansing™**

*The vision of Choose Lansing™ is to inspire everyone to celebrate and love Greater Lansing as much as we do! This goes hand in hand with our mission, to positively impact our community’s quality of life by developing the region as a visitor destination. Learn more at [www.lansing.org](https://www.lansing.org).*

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Choose Lansing™ is the Destination Marketing Organization for the **Greater Lansing** region

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