

PRESS RELEASE



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City Manager

For Immediate Release

March 26, 2010

Mark Thompson
Director of Plano CVB
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Cissy Aberg Named New Sports Marketing Sales Manager for the Plano CVB

The Plano Convention & Visitors Bureau (CVB) announced that Cissy Aberg has joined their team as the sports marketing sales manager. Aberg has been in the sports marketing and management business since 2005, and is a former sports journalist and athlete.

Aberg comes to the Plano CVB from Victor Credo in Dallas, a consulting firm that specializes in sports management and public affairs, where she worked with clients, peer groups and community leaders. Before that, she served as executive director at All Around Game, a basketball training program. Aberg was also a newspaper and television sports journalist for six years for various media outlets including: the Houston Post, Katy Times and KTLA-TV in Los Angeles.

“Cissy brings a wealth of experience and sports knowledge to the Plano CVB,” said Mark Thompson, director of the Plano CVB. “She is a fantastic new addition to our team.”

Aberg, an athlete herself, was a four-year letterman on the Texas A&M women’s basketball team. She continued on to play professional basketball for the Houston Angels for two years.

She received her bachelor’s degree from Texas A&M University and a MBA from Southern Methodist University’s Cox School of Business.

The Plano CVB was founded in 1988 to service the largest community in Collin County. The Plano CVB is the official destination marketing organization for the City of Plano and is responsible for attracting convention, meetings, sporting events, group travelers and leisure travelers to Plano.

For additional information about visiting Plano, go to www.planocvb.com.

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