

## **Olde English District Tourism Names Jenny Waller Parrish New Executive Director**

**RICHBURG, S.C (September 10, 2020)** - The Olde English District Tourism Commission's Board has named Jenny Waller Parrish, TMP, as its new Executive Director. Parrish starts her position on September 10 following previous stints with the South Carolina Department of Parks, Recreation and Tourism (SCPRT), Charleston Area Convention and Visitors Bureau (CVB) and Rock Hill/York County CVB.

Parrish succeeds Jayne Scarborough who passed away in November 2019. Kristin Dillensnyder has been the interim director since then.

"We are excited to hire Jenny Parrish to lead the Olde English District (OED) into the next phase of its operations," said Kirk Johnston, Chair of the OED Tourism Commission's Board of Commissioners. "She is bringing structure, fresh ideas, and both regional and statewide tourism experience to the OED. She is eager to work with our many partners in growing our tourism brand."

"I look forward to applying my education and years of experience with enthusiasm and dedication to grow tourism visitation and spending to the seven counties that make up the OED," said Parrish. "While I have lived in York County for a couple of years, I can't wait to know more of the entire region and its people while promoting all that we have right here in the district."

Most recently the Vice President of Destination Services for the Rock Hill/York County CVB, Parrish played a role in identifying, developing and promoting that area's visitor niche as a thriving and growing suburb of Charlotte. She worked closely with the York County tourism industry to recruit and service sports events, meetings and group tours.

As Industry Relations Manager for SCPRT, Parrish managed all logistics affiliated with the coordination, organization, planning and implementation of the annual South Carolina Governor's Conference on Tourism & Travel. She also oversaw the daily management and implementation of SCPRT's Tourism Advertising Grant program and managed the popular cooperative sales and marketing program.

Parrish began her tourism career at the Charleston Area CVB. She managed sales, promotion and booking procedures for three event venues as Venue Manager and Travel Council Assistant. In her Media and Executive Assistant role, she assisted with preparing for visiting domestic and international media professionals.

A Clemson University graduate, her Bachelor of Arts degree is in Parks, Recreation and Tourism Management. She also received a Travel Marketing Professional (TMP) certification from the Southeast Tourism Society's Marketing College.

Her interests in travel, photography, running, and being outdoors certainly align with this new position.

The Olde English District is comprised of seven counties, including Chester, Chesterfield, Fairfield, Kershaw, Lancaster, Union and York. It is one of 11 designated South Carolina tourism regions across the state. Learn more at [www.OldeEnglishDistrict.com](http://www.OldeEnglishDistrict.com)

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