



## California's year-round playground

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### **News Release**

**FOR IMMEDIATE RELEASE**

### **The Fresno Convention and Visitors Bureau books three year Order of Eastern Star contract with a total economic impact of \$900,000.**

**FRESNO, CA, November 19, 2009** -The Order of the Eastern Star (OES) has committed to hold their annual Grand Chapter Session in Fresno for three years. The event will take place in October of 2011, 2012, and 2013, and will bring in an economic impact of \$300,000 annually and a total economic impact of \$900,000. The Fresno Convention and Visitors Bureau had worked on a three year deal for five months leading up to the bid presentation at the Visalia Convention Center on October 16, 2009. The voting members of OES selected Fresno over Bakersfield, Ontario and Modesto as the host city for all three years. The competitive bid was a result of a partnership with The Radisson Hotel and Conference Center and Fresno Convention & Entertainment Center/SMG.

The Order of the Eastern Star is a fraternal organization of men and women committed to providing an environment of friendship and fellowship, regardless of age, by implementing innovative ideas, facilitating positive change and planning for the future.

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**fresno**  
Convention and  
Visitors Bureau

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The FCVB will strengthen the local economy by making the Greater Fresno Metropolitan Area a premiere destination in California. Our team of trained, dedicated marketing and sales professionals are united in the effort to promote the Greater Fresno Metropolitan Area on a local, national, and international scale. We are committed to world-class customer service and hospitality that makes every member feel valued and every visitor experience memorable.

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