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FOR IMMEDIATE RELEASE

### **Rock Hill/York County Convention & Visitors Bureau introduces Relocation Program**

*York County tourism leaders assist new residents with the implementation of a new relocation program*

ROCK HILL, SC — The [Rock Hill/York County Convention & Visitors Bureau](#) (CVB) has launched an official relocation program, 'Move to York County, SC', as another avenue to promote the county to new residents and those who are considering making York County home to their family and/or business.

Resources for the 'Move to York County, SC' program include an official York County, SC Relocation Guide and a detailed York County, SC Street Map & Resource Guide. The Relocation Guide is a one-stop-shop with information about school districts, healthcare, and the different municipalities to familiarize people with York County.

"The Relocation Guide is designed to help new residents and those interested in moving to York County by providing them with accessible resources and comprehensive information about living and working in the area, says Rebekah Ardis, finance & administration manager for the Rock Hill/York County CVB.

In September 2015, the CVB staff identified a need to develop a program to attract newcomers to York County. A committee was formed to develop plans for the program, which was completed in July this year.

"The need was expressed by area Chambers of Commerce and York County Economic Development," says Allison Cleveland, tourism administrator for the Rock Hill/York County CVB. "They see this as not only helping new residents or those considering the area but as an opportunity to recruit business to the area as well."

York County benefits from the growth associated with an expanding population. One person moving to York County is estimated to contribute approximately \$25,000 to the local economy per year.

The York County Relocation Guide is free to visitors and new residents and the detailed York County, SC Street Map & Resource Guide is \$2. The guide and map are now available at the York County Visitor Center located at 375 S. Anderson Rd., Rock Hill (Hood Center at York Technical College). For realtors

looking to share this information with their clients, please contact Rebekah Ardis, finance & administration manager or Allison Cleveland, tourism administrator at 803-329-5200 for more details.

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*The [Rock Hill/York County Convention & Visitors Bureau \(CVB\)](#) is the destination marketing organization (DMO) responsible for developing an authentic, unified identity for York County, SC. As a DMO, the CVB's goals are to promote the long-term development and marketing of the destination, focusing on convention, sports and leisure sales, tourism marketing, relocation and services. The organization works in collaboration with the CVB Board as well as the York County Council and appropriate funding sources. In 2008, the Rock Hill/York County CVB became the first accredited destination marketing organization in South Carolina.*