

**FOR IMMEDIATE RELEASE**

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**Arizona Lodging and Tourism Association Announces Nicole LaSlavic as Vice President of Government Affairs**

**Phoenix, AZ**--The Arizona Lodging and Tourism Association is pleased to announce Nicole LaSlavic as its new Vice President of Government Affairs. LaSlavic was selected following an extensive statewide search to strengthen the organization's public policy engagement.

The Arizona Lodging and Tourism Association (AzLTA) is the leading statewide public policy organization advocating for Arizona's hospitality, sports, lodging, and tourism industry. AzLTA is focused on advocacy, collaboration, and education to generate support and increase awareness of the profound impact the lodging and tourism industry has on Arizona jobs and economic growth.

"We are thrilled to welcome Nicole to the AzLTA team," **said Kim Sabow, President and CEO of AzLTA.** "Nicole's background in public policy development and political engagement will greatly serve our members as we increase our advocacy presence at the local, state, and federal level. We look forward to working with Nicole as we pursue policies that will help Arizona's tourism and hospitality industry recover from the pandemic stronger than ever."

Nicole brings significant political and public policy experience to AzLTA with more than 16 years in public affairs and government relations, as well as political campaigns. Most recently, LaSlavic served as the Founder and President of Cambridge Public Affairs, a boutique firm representing multiple clients at the Arizona Legislature. LaSlavic also served as the Executive Director of the Arizona Solar Energy Industries Association and previously led the government affairs and political operation at the Arizona Association of REALTORS.

"I am honored to be named the Vice President of Government Affairs for the Arizona Lodging and Tourism Association," **said LaSlavic.** "The tourism industry is the cornerstone of our state's economy, positively benefitting every community throughout Arizona. Given the impacts of the COVID-19 pandemic, it is critical that we focus on bolstering the industry to create more jobs and opportunities for Arizonans."

LaSlavic holds an undergraduate degree from Northern Arizona University and serves as a Commissioner on the City of Phoenix Environmental Quality and Sustainability Commission.

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#### About AzLTA

The Arizona Lodging and Tourism Association (AzLTA) is the leading statewide public policy organization advocating for Arizona's hospitality, sports, lodging, and tourism industry. Founded in 1938, the association represents statewide hotels and resorts, tourism attractions, destination marketing organizations, sports teams, airlines, airports, and related business partners. The Arizona Lodging and Tourism Association is focused on advocacy, collaboration, and education to generate support and increase awareness of the profound impact the lodging and tourism industry has on Arizona jobs, tax revenues, and economic growth.