

# Press Release

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## **Springfield Sports Commission Hires New Executive Director**

Springfield, Mo.—The Greater Springfield Area Sports Commission has hired an executive director to replace John Citron who resigned in January.

Bobbi Box, who serves as the Sports Sales Manager for the Convention & Visitors Bureau, will keep her current responsibilities along with taking over responsibility for the Sports Commission. The CVB oversees the Sports Commission.

Box is originally from Jacksonville, Fla. She worked for the CVB from 1992 to 1996 in sales before leaving the state for almost 10 years. Prior to returning to the CVB as sports sales manager in July 2007, she worked for Gannett Publishing Co. for seven years as a national sales manager for “USA Today” and the “Springfield News-Leader” as an advertising manager in niche publications.

Box has a bachelor’s degree in public administration from Missouri State University. Box and her husband, Greg, have lived in the Springfield area for 13 years non-consecutively. They have a 7-year-old son named Tony.

The Greater Springfield Area Sports Commission was established in 1999 to promote and develop the Springfield area as a venue for amateur and professional sports events.

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