



@VisitVisalia



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MEDIA ADVISORY

VISIT VISALIA BECOMES FIRST CALIFORNIA AUTISM CERTIFIED DESTINATION MARKETING ORGANIZATION

Who/What: Visit Visalia announces it is the first California destination marketing organization to receive designation as a Certified Autism Center by the International Board of Credentialing and Continuing Education Standards (IBCCES.)

This certification enables Visit Visalia to better serve the more 32 million travelers each year that this market segment represents. Autism affects a significant number of people, with diagnoses each year on the rise. About 1 in 54 children has been identified with autism spectrum disorder (ASD) according to estimates from CDC's Autism and Developmental Disabilities Monitoring (ADDM) Network.

Local dignitaries will speak about the impact of this designation on travel to the region and state.

When: **Friday, September 10, 2021** from 8:00 am to 9:00 am
Media check in beginning at 7:45 am

Where: Visalia Marriott Hotel at the Convention Center – Grand Ballroom
300 S. Court Street, Visalia, CA 93291

Interviews: Available following the press conference

RSVP: [Click this link](#) to let us know you will attend or email [Devon\[at\]Visitvisalia.com](mailto:Devon@visitvisalia.com)

*Please follow CDC guidelines regarding mask wearing and social distancing.



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ABOUT VISIT VISALIA:

[Visit Visalia](#) is a collaboration of the Visalia Tourism and Marketing District and the Visalia Convention and Visitors Bureau (VCVB) dedicated to marketing, advertising, public relations and other promotional efforts that inspire travel to the City of Visalia. Visit Visalia works closely with local lodging properties, restaurants and attractions to foster interest in Visalia as a year-round destination for leisure, family, and meeting and convention travelers. For more information about Visit Visalia go to www.VisitVisalia.com and follow Visit Visalia on [Instagram](#), [Facebook](#), [Twitter](#), [You Tube](#) and [Pinterest](#).

ABOUT IBCCES:

Delivering the Global Standard For Training and Certification in The Field of Cognitive Disorders – IBCCES provides a series of certifications that empower professionals to be leaders in their field and improve the outcomes for the individuals they serve. These programs are the only training and certification programs endorsed by the largest grassroots autism organization in the world, The Autism Society of America, and recognized around the world as the leading benchmark for training and certification in the areas of autism and other cognitive disorders.