Victoria Lands American Thyroid Association Convention Despite Tough Competition

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Victoria, BC - The Victoria Conference Centre has won the bid to host the American Thyroid Association's Annual Convention in October 2017. Victoria was chosen over 5 other Canadian and US cities vying for the convention.

"Conference business is a key component of the local economy ", said Mayor Dean Fortin. This convention will increase Victoria's profile as a global meetings destination and will complement the other work underway in economic development.

“This win is a direct result of the efforts of Monika Lebedynska and our sales team coupled with the generosity and collaboration of our destination partners”, said Brenda Anderson, Victoria Conference Centre's Director of Sales. "This is a testament to what we can achieve when we work together."

The American Thyroid Association (ATA) is the leading organization focused on thyroid biology and the prevention and treatment of thyroid disorders through excellence and innovation in research, clinical care, education, and public health. Delegates to the annual convention include endocrinologists, internists, surgeons, nuclear medicine scientists, pathologists, and other health care professionals wishing to broaden and update their knowledge of the thyroid gland and its disorders.

In 2017, the ATA will (for the first time in 81 years) enhance their delegate's experience in Victoria by building in attractions and local leisure activities into the convention program. This will be their 7th time in Canada.

"Victoria is unique and captivating - it is the perfect place for ATA to combine high calibre medical education and networking while enjoying all that the city has to offer", said Dr. Richard Kloos, Secretary and Chief Operating Officer.

The VCC hosts over 230 events a year and delivers an economic benefit to the city of over $60 Million annually. The VCC is a member of Convention Centres of Canada (CCC), the International Congress and Convention Association (ICCA), the International Association of Congress Centres (AIPC) and the International Association of Assembly Managers (IAAM). For more information about the Victoria Conference Centre, visit www.victoriaconference.com.

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