



MEDIA CONTACT

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Dawn Nielsen Joins the City of Bristol as Marketing & Public Relations Specialist

BRISTOL, CONN., January 9, 2019 – The Bristol Development Authority (BDA) is pleased to announce the addition of Dawn Nielsen, Marketing and Public Relations Specialist for the City of Bristol.

With an emphasis on Bristol’s continuing effort to promote the positive assets the Bristol community has to offer, Ms. Nielsen is charged with developing and implementing campaigns associated with tourism development, community relations and increasing awareness of all business development efforts. She will be working closely with local businesses, community organizations, and volunteer programs to help promote business services, the wealth of attractions, special events, and the interesting history that Bristol has to offer.

“As a Bristol resident, I am excited to celebrate and share the positive aspects of living and working in Bristol. I look forward to telling Bristol’s story in order promote the numerous opportunities that the Bristol community has to offer,” said Dawn Nielsen

With over 30 years of experience, Ms. Nielsen has assisted companies, nonprofit organizations, small businesses, credit unions, and banks succeed utilizing her extensive marketing communications, event and project management, and community relations skills. Dawn’s community affiliations include the Exchange Club of Bristol, the Business Education Foundation, the Women & Girls’ Fund of the Main Street Community Foundation, and the United Way of West Central Connecticut. She is also a past Board member of St. Matthew School, and has served on numerous committees for the Central Connecticut Chambers of Commerce and the Main Street Community Foundation.

“With an emphasis and a continuing effort to promote the quality of life here in Bristol, the marketing and economic development department plays an integral role in telling the City’s story of the many reasons for new businesses, individuals, and families to join our community,” said Mayor Ellen Zoppo-Sassu. “The marketing director will be a vital component to these efforts.”

“We are very excited to have Dawn join the BDA team working on marketing and public relations efforts to ensure Bristol’s bright future,” said Justin Malley, Executive Director of the Bristol Development Authority. “She brings a unique skill set to this role which combines a significant amount of practical experience with a vast knowledge of all the positive things that Bristol has to offer businesses, individuals, and families who work, live, and play here.”

Dawn will be based in the City's Bristol Development Authority office located on the second floor of Bristol's City Hall located at 111 N. Main Street.

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***About the Bristol Development Authority.** The Bristol Development Authority (BDA) works to improve the physical, economic, and social environment of the Bristol community by serving as the primary governmental organization dedicated to promoting commercial development, to preserving and improving the City's housing stock, and to securing and administering the resources required to carry out these goals. The BDA is overseen by an appointed nine-member Board of Commissioners which governs economic and community development policies for the City. For more information, log onto www.bristolallheart.com or by email to bda@bristolct.gov*