

FOR IMMEDIATE RELEASE

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CONTACT: Kimberly Larson, 623-930-2989  
Marketing/Communications

## GLENDALE HIRES NEW SPECIAL EVENTS DIVISION MANAGER

**GLENDALE, Ariz.** – The city of Glendale has hired Martin Dickey as its new Special Events Division Manager.

In his new position in the Marketing/Communications Department's Office of Special Events, Dickey will direct the city's award-winning signature events, including such Valley favorites as *Glendale Glitters* and *The Glendale Chocolate Affaire*, which draw more than 500,000 annually to downtown.

"Martin's invaluable knowledge and expertise in the event industry will help propel Glendale's special events to the next level," said Jerry McCoy, deputy director of Marketing/Communications. "As we head into the national spotlight and visitors from all over the country visit Glendale, we are looking to become more innovative with our events and Martin will help us reach that goal."

Dickey, who began his new duties Aug. 28, He comes to Glendale from the city of Phoenix, where he handled sponsorship and media relations for their special events. He also has extensive event management experience in the Valley over the last 16 years. He was general manager for the Dodge Theatre, director of marketing and sponsorship for the Arizona State Fair, assistant general manager at Cricket Pavilion (formerly Desert Sky Pavilion) as well as events coordinator at Veterans Memorial Coliseum.

Dickey holds a bachelor's degree from the University of Missouri at Columbia.

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City of Glendale  
5850 W. Glendale Ave.  
Glendale, AZ 85301  
(623) 930-2960  
[www.glendaleaz.com](http://www.glendaleaz.com)