



**FOR IMMEDIATE RELEASE**

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**LOJACONO APPOINTED TO SPORTS COMMISSION**

Amherst, NY –Joe Lojacono, president of Valmark Associates LLC, has been appointed to the Advisory Council of the Buffalo Niagara Sports Commission. The Buffalo Niagara Sports Commission promotes the region as the premier sports tourism destination. Buffalo has become an attractive location for college and amateur athletic tournaments and events. From USA Hockey to the first and second rounds of NCAA Men’s Basketball to MAAC Swimming and Diving Championships and National Horseshoe Pitchers Association World Tournament, Buffalo has and continues to bring hallmark events to the region. The BNSC sets the bar with creative event enhancements, close proximity of premier venues, hospitality and fan experience.

In addition to being founder and president of Valmark Associates, Joe Lojacono is involved in numerous community and industry endeavors. He is a past president of Buffalo Niagara Sales & Marketing Executives, a networking and professional development organization. He also is a past president of the Advertising Club of Buffalo (formerly known as Brainstorm) and previously served as WNY liaison to District Two of the

American Advertising Federation (AAF), which includes advertising agencies from five states and the District of Columbia in the Northeast. Joe is also a past president of both the General and School of Management Alumni Associations of the University at Buffalo, where he holds Bachelor of Science and MBA degrees. Mr. Lojacono currently serves on the Hall of Fame selection committee for the University's Division of Athletics. A season ticket holder for many years and currently a member of the Paul Maguire Club, Joe is also a past president of the Monday Quarterback Club, the business group that supports the Buffalo Bills.

#### About Valmark Associates

Valmark Associates, LLC is a marketing consultancy and resource agency that provides strategic and programmatic marketing communications services including market planning, brand makeovers and new identity systems, digital advertising, print and broadcast advertising, social media services and market research. The agency provides marketing services through its extensive professional partner network to deliver results-driven communications to its clients locally and across the US. The firm is headquartered at 4242 Ridge Lea Road, Suite 5, in Amherst, NY. For more information, visit their web site at [www.valmarkassociates.com](http://www.valmarkassociates.com) or contact firm president Joe Lojacono at 716.836.3414.

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