



For Immediate Release:

September 18, 2025

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Discover Saratoga Welcomes Two New Team Members

Saratoga Springs, N.Y. – Discover Saratoga is pleased to announce two recent additions to its growing team: Heather LaFountain as Office Manager & Member Services and Terese Russell as Advertising & Sponsorship Specialist. Both bring extensive experience and a deep commitment to serving the Saratoga community and its vibrant tourism industry.

Heather LaFountain joins Discover Saratoga with more than 20 years of experience in customer service, sales, and relationship building. Her professional background includes roles as a Health and Wellness Coach, Community Relations Manager, and a decade as the owner of Saratoga Bootcamp. A graduate of Castleton University with a bachelor's degree in Exercise Science, Heather has lived and worked in the Saratoga region for over 30 years. In her new role, she looks forward to connecting with members and visitors while supporting the organization's mission.

Terese Russell brings 15 years of experience in advertising, marketing, and business development to her new role at Discover Saratoga. Most recently, she worked in Napa, California, where she promoted the hospitality industry and collaborated with Visit Napa Valley and Visit California to highlight regional tourism attractions. Locally, Terese has applied her expertise at the Saratoga Automobile Museum, Saratoga Living, and Bright Sighted Studios, specializing in sponsorships, business development, and member engagement. At Discover Saratoga, she is eager to help businesses thrive, foster meaningful community connections, and maximize the value of membership through advertising and sponsorship opportunities.

"We are thrilled to welcome Heather and Terese to the Discover Saratoga team," said Darryl Leggieri, President of Discover Saratoga. "Their extensive experience, combined with their passion for building relationships and supporting our members, will further strengthen our ability to promote Saratoga County as a top destination for visitors and events."

For more information about Discover Saratoga and its team, visit www.discoversaratoga.org.

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About Discover Saratoga:

Discover Saratoga, also known as the Saratoga Convention & Tourism Bureau, serves as the official Tourism Promotion Agency for Saratoga County and is a key economic development engine for the region. Its mission is to contribute a positive impact on the local economy by promoting and marketing Saratoga County as a world-class destination for leisure travel, meetings, and events. For more information about Discover Saratoga, please visit www.DiscoverSaratoga.org.