



FOR IMMEDIATE RELEASE

Contact: Josh Bean | 251-327-0901 | josh@dcwins.com

ALBBAA Adds New Marketing Director to Staff

MONTGOMERY, Ala. (May 8, 2023) – [The Alabama Black Belt Adventures Association \(ALBBAA\)](#) has added Prattville resident Rhett Hollon as the organization's new marketing director.

Hollon comes to ALBBAA from Buckmasters, where he served as social media manager and helped grow the conservation organization's online presence. He joined ALBBAA on May 1.

"Rhett's passion for the outdoors and outdoor recreation makes him a perfect addition to our staff," said Pam Swanner, executive director of the Alabama Black Belt Adventures Association. "His creativity will be a huge asset as we continue to spread the good news about all of the amazing things to do when visiting Alabama's Black Belt."

Hollon, a former college baseball player, earned an associate degree from Coastal Alabama North Community College in Monroeville and later earned a bachelor's degree in business from LaGrange (Ga.) College.

Hollon launched his own casual clothing company, [Foldin' Feathers Waterfowl](#), in February 2017 to capitalize on his love for the outdoors and conservation. He also has experience in sales and construction management.

"My background in entrepreneurship, communication and sales has given me the foundational skills needed to help ALBBAA continue to grow," Hollon said. "I'm honored to be part of the ALBBAA family. I know from personal experience that the Black Belt has some of the very best hunting, fishing and other outdoors-related activities found anywhere in the United States. That's an incredible and compelling story to tell."

Hollon resides in Prattville, which gives him easy accessibility to outdoor recreational opportunities throughout the Black Belt's 23-county footprint.

"I often tell people that I have an extreme love for the outdoors, conservation and everything our natural environment provides," Hollon said, "and that's why I'm so excited to be part of ALBBAA."

The Black Belt includes the following counties: Barbour, Bullock, Butler, Choctaw, Clarke, Conecuh, Crenshaw, Dallas, Greene, Hale, Lee, Lowndes, Macon, Marengo, Monroe, Montgomery, Perry, Pickens, Pike, Russell, Sumter, Tuscaloosa and Wilcox.

###

The Alabama Black Belt Adventures Association is committed to promoting and enhancing outdoor recreation and tourism opportunities in the Black Belt in a manner that provides economic and ecological benefits to the region and its citizens. For information, go to www.alabamablackbeltadventures.org.