Beat: Entertainment

DIAMOND RESORTS SIGNS TRAVIS TRITT

NEWEST DIAMOND CELEBRITY AMBASSADOR

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USPA NEWS - Diamond Resorts®, a global leader in the hospitality, vacation ownership and entertainment industries, is excited to announce that southern rock-influenced country music artist Travis Tritt has signed on as the company's newest Diamond Celebrity ambassador.

Tritt will represent Diamond Resorts alongside a roster of celebrities, including country music artists Cole Swindell, Lee Brice, Jana Kramer, Dan + Shay, Colt Ford and Lauren Alaina.

"Travis Tritt is a legendary talent in the country music industry," said Mike Flaskey, Chief Executive Officer of Diamond Resorts. "We are thrilled to have him join our roster of Diamond Celebrity ambassadors and perform exclusive shows for our members. Our Diamond Live concert series brings once-in-a-lifetime vacation experiences to members and invited guests, and Tritt will help us continue to bring these top-notch experiences to members."

In 2020, the Diamond Live event platform went digital, transforming into the #DiamondLIVE @ Home concert series. Diamond Celebrities and invited musical performers including Maddie Poppe, Tyler Farr and Neal McCoy have performed exclusive live concerts from their homes to spread positivity during the global pandemic.

For the full schedule of #DiamondLIVE @ Home events, go to DiamondResorts.com/diamond-live-at-home/event-calendar/.

* Photo Cover : Travis Tritt is the latest country music artist to join Diamond Resorts, a leader in the vacation ownership industry, as a Diamond Celebrity ambassador. Travis will perform private shows this year exclusively for Diamond Resorts members.

Source : Diamond Resorts

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