



Alexandria/Pineville Convention and Visitors Bureau
707 Main Street, Alexandria, LA 71301
1-800-551-9546
www.theheartoflouisiana.com

NEWS

News Release Contact: Shanna Worth
318-442-9546
shanna@apacvb.org

FOR IMMEDIATE RELEASE

ALEXANDRIA/PINEVILLE CVB TO HOST LOCAL TOURISM AWARENESS DAY

ALEXANDRIA, LA – May is Louisiana Tourism Awareness month.

The Alexandria/Pineville Area Convention and Visitors Bureau has designated Friday, May 14th as Central Louisiana Tourism Awareness Day. The I-49 Welcome Center will roll out the red carpet from 11 AM until 1 PM for a Tourism Awareness Reception. The CVB, along with partners such as the Central Louisiana Attractions Association, Alexandria-Pineville Hotel/Motel Association, Cenla chapter of the Louisiana Restaurant Association, Central Louisiana Chamber of Commerce, and the Louisiana Office of Tourism will announce updated tourism impact statistics for Rapides parish and surrounding communities.

Cenla Broadcasting will offer a live remote to encourage visitors along I-49 to stop in and learn more about the Cenla area. The Cenla chapter of the Louisiana Cattleman's Association will be cooking hamburgers and hotdogs and the Restaurant Association will be providing sandwich trays and drinks.

Jim Hutchinson, Assistant Secretary, Louisiana Office of Tourism, will be on-hand throughout the reception. Tourism partners, business-owners, community leaders, and area legislators are invited to join the CVB for important tourism industry updates, good food, and door prizes.

The Louisiana Travel Promotion Association hosted the 2010 State Tourism Awareness Day on May 4, in Baton Rouge, as a day to show legislators the impact of the tourism industry on the entire state of Louisiana. Tourism industry members descended upon the state's capitol and spoke with legislators, thanking them for their support and impressing upon them the need to stand behind tourism causes at a state level.

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