



P.O. Drawer 5548 • Thibodaux, LA 70302 • Telephone 985.446.8427
Thibodaux 800.834.8832 • Fax 985.446.8459 • Mathews 985.537.7603

Charlotte A. Randolph, Parish President

PRESS RELEASE

FOR IMMEDIATE RELEASE: 11:00 A.M.
Monday, June 27, 2011

New Branding for Lafourche Tourism Recovery Program to be Unveiled at Event on July 8th

View new image to be used to drive tourism in Lafourche Parish

Lafourche Parish Government, in conjunction with the Lafourche Parish Tourist Commission, is hosting a public ceremony on Friday, July 8 to unveil new branding being developed to help attract tourists to the parish.

The branding is part of a comprehensive initiative by Lafourche Parish as part of the Louisiana Tourism Recovery Program, funded by the Louisiana Department of Culture, Recreation and Tourism and BP.

An unveiling ceremony is planned for 10:00 A.M. on Friday, July 8 at the Lafourche Tourism Welcome Center at 4484 Highway 1 in Raceland, located just under the U.S. Highway 90 overpass.

The ceremony will be hosted by Lafourche Parish President Charlotte Randolph and Carolyn Cheramie, Convention and Visitor's Bureau Director. The event is open to the public and media. Persons involved in the hospitality and tourism industry are especially encouraged to attend.

More information is available by contacting Gretchen Caillouet at (985) 446-8427.

About the Bayou Lafourche Convention and Visitors Bureau:

The Bayou Lafourche Convention and Visitors Bureau is certified by the Louisiana Travel Promotion Association. It provides insights for visitors into tourism opportunities in Lafourche Parish. More information is available online at www.visitlafourche.com or by calling 985-537-5800.

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