



FOR IMMEDIATE RELEASE

DATE: 7.22.20
CONTACT: SENATOR REESE
PHONE: 337.238.6435

**VERNON PARISH TOURISM & RECREATION COMMISSION AWARDED FUNDING AS
PART OF 2020-2021 COOPERATIVE MARKETING PROGRAM**

District 30 State Senator Mike Reese (R-Leesville) announces that the Vernon Parish Tourism & Recreation Commission is the recipient of nearly \$20,000 in funding for the promotion of tourism and culture in the area. The award is being given as part of the Louisiana Lieutenant Governor's Cooperative Marketing Program (CMP). CMP supports the promotion of tourism by providing grants to eligible entities, such as the Commission, for the placement of qualifying advertisements and media.

"From the Leesville Historic Main Street, to area lakes and the ancient caves of the Kisatchie National Forest, Vernon Parish has something for everyone," said Sen. Reese. "This cooperative program will help the parish promote its assets while also supporting tourism across the state. As COVID-19 has had a devastating impact on the tourism industry, this funding is more important than ever as we work to reopen our museums and recreational facilities and get people visiting our parish when they are ready to travel again."

The mission of the CMP is to encourage and support Louisiana convention and visitors bureaus and/or tourist commissions to advertise their local tourism "products." In exchange for displaying the "Louisiana - Feed Your Soul" logo and meeting other certain requirements, entities receive funding for the development and display of various advertisements.

###