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*For more information, contact the Louisville CVB Press Office:
Name, Email, Phone*

MEDIA ADVISORY

EVENT:

ORGANIZATION:

DATE:

WHERE:

SUBJECT:

MEDIA CONTACT:

FOR MORE INFO:

end

Include a boiler plate statement which briefly describes the company or organization related to the information you provide. A short paragraph consisting of just a few sentences concisely explains the company or organization. Use the same boilerplate statement on every press release.

*Since 1968, **Louisville Tourism's** primary goal has been to enhance the area's economy through tourism development - to promote and sell Louisville as a world-class destination. Tourism is the third largest industry in Louisville generating an estimated economic impact of \$3.5 billion which supports over 27,000 local tourism-related jobs. Guests are coming from around the globe to attend a meeting, convention, special event, as a leisure guest or a combination. More than 16.4 million visitors are experiencing Louisville's authenticity, bourbon and culinary scenes and our unique brand of Southernness.*