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February 27, 2013

RURAL TOURISM, ECONOMIC DEVELOPMENT IN
WEST TENNESSEE PROMOTED AS NEW VIDEO SERIES IS UNVEILED

*PROGRAM HIGHLIGHTS TOURISM OPPORTUNITIES IN COMMUNITIES SURROUNDING MEMPHIS TO
AUGMENT EXISTING REGIONAL ECONOMIC DEVELOPMENT EFFORTS*

WHO: The Memphis Area Association of Governments (MAAG)

WHAT: Broadcast and print media will have an opportunity to meet with Tennessee Tourism
Commissioner Susan Whitaker, mayors from Shelby, Lauderdale and Fayette counties,
and the Executive Director of the Covington-Tipton County Chamber at the unveiling of
the West Tennessee 'Day Trippin' Campaign. The 'Day Trippin' Campaign includes a
series of one-minute videos featuring the mayors of their respective communities,
encouraging both residents and visitors to enjoy unique attractions off the beaten
path…"all within a day trip of Memphis."

WHERE: Commissioner Whitaker and the mayors will kick off this historical event during a news
conference held at the Crescent Club at 6075 Poplar Avenue, Suite 909, in Memphis.

WHEN: *Thursday, February 28, 2013*. The news conference will be held at *4:30 p.m.* to precede
MAAG's 45th Annual Membership Meeting and Dinner.

WHY: The news conference on Thursday afternoon will officially unveil the West Tennessee
Day Trippin Campaign, a new tourism and economic development program, to help the
Greater Memphis region capture its market share of the $15.36 Billion tourism industry
in the state of Tennessee. The video series, produced by MAAG, is part of a five-year,
$159,250 endowment grant from the Tennessee Department of Tourist Development
(TDTD).

INTERVIEW OPPORTUNITIES:

Commissioner Susan Whitaker, Tennessee Department of Tourist Development
Honorable Mark Luttrell, Mayor of Shelby County
Honorable Rhea "Skip" Taylor, Mayor of Fayette County
Honorable Rod Schuh, Mayor of Lauderdale County
Mr. Lee Johnston, Executive Director, Covington-Tipton County Chamber

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