

# ASCENSION PARISH

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## TOURISM COMMISSION - LOUISIANA

FOR IMMEDIATE RELEASE

### ASCENSION PARISH TOURISM COMMISSION LAUNCHES NEW WEBSITE AND LOGO

GONZALES, LA (MAY 25, 2013) – Ascension Parish Tourism Commission will unveil a new logo and launch a new website at the Annual Jambalaya Festival on Saturday, May 25<sup>th</sup> at 6pm. The tourism commission has been an active partner in promoting the festival across the United States through Google campaign ads, video segments, web and social media.

Every year the Jambalaya festival is held on Memorial Day weekend where over 100 cooks compete for the title of the “World Champion.” Gonzales is known as the “Jambalaya Capital of the World” and also the home of the Guinness World Record for the “world’s biggest jambalaya.” Join us at the festival May 23<sup>rd</sup> through May 26<sup>th</sup> located in the heart of Gonzales, LA featuring live music and entertainment, carnival rides, cooking contests, car show, fun run and plenty of food. Visit [www.jambalayafestival.org](http://www.jambalayafestival.org) for more information.

Ascension Parish is more than just grand plantations along the historic river road- it's your *CONNECTION* to great Louisiana food, exciting festivals and events, an outdoor sporting paradise, fantastic shopping, and oh, so much more! We believe our branding and marketing materials need to reflect all of that in order to showcase who we really are. So, the Ascension Parish Tourism Commission's Board has created a new and exciting brand look-and-feel that emphasizes our true character while showcasing the variety of attractions Ascension has to offer.

The brand redesign started with a discovery phase that involved research, brainstorming, and the board digging deep into the personality and characteristics of Ascension Parish. From this, we have created a new logo designed to spotlight the parish's historic past along with its modern amenities – it even features a pot of jambalaya!

We are excited to reveal the new *Tour Ascension* logo and website. Our new website includes a variety of attractions, unique accommodations, and many fabulous restaurants Ascension has to

offer, all while positioning us to interest and attract larger groups, such as: conventions, weddings, tours, and the film industry. The new website is also *mobile friendly*, so visitors can check it out on smartphones and tablets while on-the-go. Even if they are just passing through, make sure and tell your friends and family to come ***Tour Ascension!*** It's your connection to everything Louisiana has to offer!