



## PRESS RELEASE

### FOR IMMEDIATE RELEASE

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### Monroe-West Monroe CVB celebrates 318 Day

**Monroe-West Monroe, LA**—On March 18, the Monroe-West Monroe Convention and Visitors Bureau (MWMCVB) celebrates North and Central Louisiana with 318 Day. 318 is the area code that covers the top half of the Pelican State.

“Originally, the idea was to celebrate the Monroe-West Monroe area on 318 Day, but the area code covers over half the state. We decided it would be great to celebrate all of North and Central Louisiana in one day,” Jerrica Bennett, public relations and content manager at MWMCVB, said.

The MWMCVB encourages users on social media, use the hashtag #iheart318 to share photos of favorite North and Central Louisiana places, food, views, and things to do. Whether it’s kayaking on the bayou, eating seafood on the river, or hanging out at a local coffee shop, there are so many great things about the 318 area.

“There’s always a party going on somewhere in Louisiana. 318 Day is just another reason to celebrate,” Bennett added.

As Discover Monroe-West Monroe on social media, the MWMCVB will be sharing photos from Ouachita Parish, but they encourage all in the 318 area- including Shreveport, Alexandria, Ruston and more- to do the same.

Local attractions and media have been notified and invited to participate in 318 Day.

Stop by the MWMCVB Visitor’s Center for a free koozie on 318 Day. It is located at 601 Constitution Drive, West Monroe, LA 71292.

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