



PRESS RELEASE

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Monroe-West Monroe's Christmas on the River wins Festival/Event of the Year

Monroe-West Monroe, LA – The Monroe-West Monroe Convention & Visitors Bureau (MWMCVB) received the Louisiana Tourism Promotion Association's (LTPA) 2016 Louey Award for Festival/Event of the Year for the annual "Christmas on the River" on Thursday, January 28 during the LTPA Annual Membership Meeting in Lake Charles, LA.

"We are excited to have Christmas on the River recognized as the Festival/Event of the Year from the Louisiana Travel Promotion Association," said Alana Cooper, President/CEO of the Monroe-West Monroe Convention & Visitors Bureau. "This festival is the result of the hard work of so many people and organizations in Ouachita Parish, and we are honored to bring home this award."

Christmas on the River is an annual festival held from November 11-December 31 in Ouachita Parish with light displays, fireworks, live performances, shopping, kids' activities and more.

The Louey Awards are presented each year to bureaus, businesses, and individuals from around the state that made outstanding contributions to the tourism industry in Louisiana.

The MWMCVB's Christmas on the River was recognized this year for creating increases in hotel occupancy during the months of November and December, increasing visitation in Ouachita Parish, and creating a critical mass of activities and events for visitors and locals to enjoy during the holidays.

"This event has grown exponentially over the last several years," Cooper said. "We have great partners in this area who work to create holiday experiences during Christmas on the River that visitors and locals love."

For more information, contact Alana Cooper at (318) 387-5691 or acooper@monroe-westmonroe.org.

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