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publication)

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**FOR IMMEDIATE RELEASE**

**PUBLIC-PRIVATE PARTNERSHIP CREATES OFFICIAL TOUR GUIDE TO  
ATTRACT TOURISTS TO MISSISSIPPI**

JACKSON, Miss., February – A new *2001 Official Tour Guide for the State of Mississippi* was announced today by Tourism Development, a division of the Mississippi Development Authority (MDA) and the Mississippi Tourism Association (MTA), the private sector voice of the tourism industry. The *2001 MTA Tour Guide* published by the Mississippi Tourism Association will be used by MDA as the official Mississippi tourist promotion publication for the 2001 calendar year. The guide will be used as a fulfillment piece and mailed to individuals inquiring about visiting the state. The publication will also be distributed at the state's Welcome Center's located in Alcorn, DeSoto, Itawamba, Lauderdale, Warren, Washington, Adams, Hancock, Jackson, Pearl River and Pike counties.

Darienne Wilson, director, Tourism Development, stated that publication of an *Official Mississippi Tour Guide* by a public-private partnership represents a cooperative spirit that the private sector has with the public sector. "We are delighted to partner with the Mississippi Tourism Association in the production of the guide. This is the first time advertisements will appear in our fulfillment materials," said Wilson. She added that by utilizing the MTA publication, the state realized a savings of \$350,000 that it would have cost to print a publication comparable to the guide.

The digest size, perfect bound, 228-page publication contains the state's attractions, special events, outdoor recreation areas, casinos, hotel, state parks and other pertinent tourist information. As in previous state fulfillment publications, all identified tourism resources are listed.

"Mississippi has a tremendous wealth of tourist attractions. I am so proud of the fact that teamwork between the public and private sectors resulted in the publishing of this new tour guide," added Wilson. For a free copy of the *Official Mississippi Tour Guide*, please call toll free: 800-927-6378.

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