
FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

March 23, 2011

Ald. Milele A. Coggs
(414) 286-2994

State Tourism Grant will Fund Promotion of National Expo in Milwaukee

1,500 attendees expected at expo; check presentation event TODAY at 4 p.m.

A \$12,960 state Department of Tourism Joint Effort Marketing (JEM) grant to the Wisconsin African American Women's Center is being used to promote the **Milwaukee Natural Hair Care Expo** on June 26, 2011 -- a national event expected to draw 1,500 attendees and to generate an estimated \$123,750 in economic impact for the area.

Alderman Milele A. Coggs will be present when Department of Tourism Secretary **Stephanie Klett** presents an oversized grant check during a special ceremony at 4 p.m. TODAY (Wednesday, March 23) at the Wisconsin African American Women's Center, 3020 W. Vliet St.

A 6th Aldermanic District business, Kosmik Kare Day Spa, was specially selected to be involved in the expo, as was DreadznHeadz of Baltimore, Maryland. The Wisconsin African American Women's Center will host the June 26 expo.

Alderman Coggs said the unique family-friendly event has already enjoyed success in Baltimore, Raleigh-Durham and Cleveland, and Milwaukee will be no exception. "On behalf of the City of Milwaukee I would like to thank the Department of Tourism for awarding the grant to promote the expo," she said. "I'm confident that this will be a positive event for the city, the participants will very likely spend some significant dollars while they're here, and I'm hopeful it will help us attract similar events in the future."

-More-

National Expo Coming/ADD ONE

The Joint Effort Marketing (JEM) Grant Program funded 51 projects totaling \$1.14 million in fiscal year 2010. Visitor expenditures driven by the marketing from these projects exceeded \$30 million.

The Natural Hair Care Expo features local and international speakers addressing health topics and natural hair care. A major highlight of the Milwaukee expo will be a Natural Hair and Fashion Show featuring fashion designers and salons from the Midwest. African-American women and families can participate in a variety of hair care demonstrations, fashion, holistic health, and cultural workshops offered by expert instructors and educators.

The JEM grant will assist organizers to execute their advertising and promotion campaign in a large multi-state region that includes Chicago, Detroit, Minneapolis, St. Louis and Louisville. Day-trippers from Racine and Madison are also included in the target audience. A multi-faceted marketing approach will include direct mail flyers distributed to salons and health centers, social media, public relations outreach, as well as print and radio advertising.

JEM grant funds are available to non-profit organizations for the promotion of Wisconsin tourism events and destinations. The state can fund up to 75 percent of a project's first year advertising and marketing costs and provides support for second and third year projects, but with decreasing amounts for funding each year until projects become self-sustaining.

Please go to <http://industry.travelwisconsin.com> for more information on the JEM program and for application materials.