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FOR IMMEDIATE RELEASE



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FOR INFORMATION CALL

February 14, 2013

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

## State again awards tourism grant to promote Milwaukee Natural Hair Care Expo

The organizers of the **Milwaukee Natural Hair Care Expo** will once again benefit from a Wisconsin Department of Tourism Joint Effort Marketing (JEM) grant to promote the event, now in its third year. The \$6,357 JEM grant will fund efforts to draw in visitors from all over the country, who are expected to contribute \$129,000 in consumer spending to the local economy during the **June 23, 2013** expo.

**Alderwoman Milele A. Coggs** will be present when the Department of Tourism presents an oversized grant check during a special ceremony at 1:00 p.m. TODAY (Thursday, February 14) at the **Wisconsin African American Women's Center, 3020 W. Vliet St.** The women's center has played host to the expo in the past, but because of high attendance, the venue will be changed to a larger location at the Milwaukee Math and Science Academy for this year's event.

A 6th Aldermanic District business, Kosmik Kare Day Spa, is once again playing a major role in the expo.

Alderwoman Coggs said the unique family-friendly event is primed to continue expanding in the years to come, due in large part to support from the Wisconsin Department of Tourism. "JEM grant funds helped launch the Milwaukee Natural Hair Care Expo two years ago," she said, "and we are very grateful to the Department of Tourism for helping this wonderful event meet with so much success so quickly. It is clear proof that Milwaukee remains a destination for this type of event."

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## **Tourism grant/ADD ONE**

The Joint Effort Marketing (JEM) Grant Program funded 50 projects totaling \$1.1 million in fiscal year 2012. Visitor expenditures driven by the marketing from these projects are expected to exceed \$29 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, along with fashion, holistic health, and cultural workshops offered by expert instructors and educators.

The JEM grant will help organizers 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.

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