



MEDIA ADVISORY

Photo and Interview Opportunities

ISSUED:

Jan. 26, 2023

Information Contact:

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**Little Rock Convention & Visitors Bureau Launches
“Experience Little Rock in Color” Video Series**

New interactive video series features locals and celebrates the Black experience in Little Rock

WHO:

Gina Gemberling, president & CEO, Little Rock Convention & Visitors Bureau (LRCVB); Kasey Summerville, vice president of marketing, communications, & community engagement, LRCVB; Quantia “Key” Fletcher, director of the Mosaic Templars Cultural Center; Bishop Robert Rudolph, Church of God in Christ; Ebonie Anderson, Songstress; LRCVB members; and community and business leaders.

WHAT:

As part of Black History Month, the LRCVB will debut its brand-new interactive video series “Experience Little Rock in Color” at its launch event on Feb. 2, 2023, at the Mosaic Templars Cultural Center. Honoring Black excellence in Little Rock, community and business leaders, as well as tourism industry partners, will gather for the premiere of this series, which celebrates and highlights the Black experience in Arkansas’s capital city. The LRCVB’s video series features Black community leaders as they discuss the various places, restaurants and attractions that make them Big on Little Rock.

WHEN:

Thursday, Feb. 2, 2023

- Doors Open: 3:30 p.m.
- Presentation Time: 4 p.m.

WHERE:

Mosaic Templars Cultural Center
Third Floor Auditorium
501 W. 9th St.
Little Rock, Ark., 72201

INFO:

The LRCVB is the official destination marketing organization for the City of Little Rock, charged with marketing and selling the city as a meeting, sports and leisure travel destination. The LRCVB also manages the Statehouse Convention Center, Robinson Center, River Market Ottenheimer Hall and outdoor pavilions, First Security Amphitheater, and multiple parking facilities. The LRCVB is primarily funded by a lodging and prepared food tax. For more information, visit www.littlerock.com