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Fayetteville A & P Honors Residents Profiled in Visitors Guide

FAYETTEVILLE, Ark., (July 14, 2008)— The Fayetteville Advertising and Promotion Commission proudly honored five residents today for their participation in the city’s visitors’ guide. The guide is a tourism and relocation guide with 80 pages of facts, attractions, lodging and restaurants for those who are looking to visit or move to Fayetteville.

Last year, a section was begun in the visitors guide to profile people or entities in the city that embody the spirit of Fayetteville. That feature is continued in the recently printed 08-09 edition of the guide.

“Fayetteville has so much character,” Marilyn Heifner, executive director of the Fayetteville Advertising and Promotion Commission, said. “We wanted the personality of the city to come through in the visitors guide.”

The profiled subjects are Brian Crowne, owner of George’s Majestic Lounge, Daryl Patton, coach of the Fayetteville High School football team, Brian Pugh, Fayetteville waste reduction coordinator, Maudie Schmitt, owner of Café Rue Orleans, and Charles Banks Wilson, artist.

“By telling the story of our residents, we get to tell the story of the city and give it a personal feel,” said Heifner. “As visitors make their way to Fayetteville, they will have a sense of what our residents are like and feel as if they know us already.”

The Fayetteville Visitors Guide is a digest-size book that includes comprehensive information about the Fayetteville area. A total of 50,000 guides are printed each year and are distributed through the Fayetteville Visitors Center and the Chamber of Commerce in person and in response to inquiries. They are also distributed at area attractions, hotels and restaurants, and are available at Arkansas Welcome Centers located throughout the state.

The Advertising and Promotion Commission was established in 1977 by the city board to administer the Advertising and Promotion Fund. The A&P Fund is used for the promotion and encouragement of tourism and conventions in the city of Fayetteville.

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