

# **NEW ORLEANS TOURISM MARKETING CORPORATION BRINGS MEGA-SWEEPSTAKES TO BROADWAY**

## **About New Orleans Tourism Marketing Corporation**

The New Orleans Tourism Marketing Corporation promotes the city as a leisure tourism destination throughout the year. Annually, NOTMC's marketing campaigns include strategic print, broadcast, and Internet advertising and public relations. Web sites: [www.NewOrleansOnline.com](http://www.NewOrleansOnline.com); [NewOrleansMuseums.com](http://NewOrleansMuseums.com); [gonola.com](http://gonola.com); [RadioFreeNeworleans.com](http://RadioFreeNeworleans.com); Facebook: [facebook.com/NewOrleansOnline](https://facebook.com/NewOrleansOnline). Twitter: [Twitter.com/visitneworleans](https://Twitter.com/visitneworleans).

## **About Royal Caribbean International**

Royal Caribbean International is a global cruise brand with 22 innovative ships, calling on more than 270 destinations in 72 countries across six continents. The line also offers unique cruise tour land packages in Alaska, Canada, Dubai, Europe, and Australia and New Zealand. Website: [www.royalcaribbean.com](http://www.royalcaribbean.com)

## **About Hyatt Regency New Orleans**

Hyatt Regency New Orleans re-opened on October 19, 2011 after a \$275 million redesign and revitalization featuring 1,193 guest rooms and suites, 200,000 square feet of meeting and event space, expansive food and beverage offerings, and unprecedented service. Located downtown on Loyola Avenue, the hotel is adjacent to the Mercedes-Benz Superdome and anchors the vibrant Sports and Entertainment District. Hyatt Regency New Orleans borders the new Medical District, the Arts & Entertainment District and is just blocks from the French Quarter, Ernest N. Morial Convention Center and the Mississippi Riverfront. For reservations and additional information, please call 888.591.1234 or visit [www.neworleans.hyatt.com](http://www.neworleans.hyatt.com).

## **About Essence Communications, Inc.**

Essence Communications Inc. (ECI) is the number one media company dedicated to African-American women, with a multi-platform presence in publishing, live events, and online. The company's flagship publication, ESSENCE magazine, is the preeminent lifestyle magazine for African-American women; generating brand extensions such as the Essence Music Festival, ESSENCE Black Women in Hollywood and Black Women in Music, Window on Our Women, and Smart Beauty consumer insights series, the Essence Book Club, Essence.com, and ventures in digital media (mobile, television and VOD). For 41 years, ESSENCE, which has a brand reach of over 8 million, has been the leading source of cutting-edge information and specific solutions relating to every area of African-American women's lives. Website: [www.essence.com](http://www.essence.com).