**About New Orleans Tourism Marketing Corporation (NOTMC)**

NOTMC promotes the city as a leisure tourism destination throughout the year. Annually, NOTMC’s marketing campaigns include strategic print, broadcast, Internet advertising, and public relations. Websites: NewOrleansOnline.com; FollowYourNOLA.com; NewOrleansMuseums.com; RadioFreeNeworleans.com; GoNola.com. Social media: Facebook.com/NewOrleansOnline; Twitter.com/visitneworleans.

**About the New Orleans Convention & Visitors Bureau (NOCVB)**

The New Orleans Convention & Visitors Bureau is a nationally accredited, 1,100-member destination marketing organization and the largest and most successful private economic development corporation in Louisiana. We help create $5.47 billion in new capital each year- more than any other business sector- by attracting millions of visitors, special events and conventions. The CVB and its members influence thousands of decision-makers and millions of visitors to choose New Orleans through direct sales, marketing,

**About the School of Design**

Since Rex first paraded in 1872, millions and millions of happy residents and visitors have enjoyed the pageantry of Carnival Day in New Orleans. The official name of the Rex Organization is the “School of Design,” but it is generally referred to as Rex or the Rex Organization. “Pro Bono Publico,” the Rex motto, means “for the public good” and appears on all official Rex documents. Rex places great emphasis on this motto and uses it as a basis for all of its policies, activities, and community initiatives, including the work of the Pro Bono Publico Foundation, formed in 2006. More information on the Rex Organization can be found at rexorganization.com; http://www.probonopublicofoundation.org [www.probonopublicofoundation.org \_\_title\_\_ www.probonopublicofoundation.org].