

For Immediate Release: August 4, 2011

Contact: Jayne Baker, (803) 781-5940, jayne@lakemurraycountry.com

Capital City/Lake Murray Country Regional Tourism Celebrates 30 Years in Business

In April 2011, Capital City/Lake Murray Country (CCLMC), one of the state's eleven tourism regions, celebrated 30 years in business. CCLMC is a regional tourism office promoting tourism in Lexington, Newberry, Richland and Saluda Counties and the City of Columbia.

The 30th celebration was held at the Lake Murray Visitor Center so attendees could get the first peek at the Lorick Plantation Home's revitalized Museum. The Museum's exhibits were taken down a few weeks ago and were recently replaced with new literature panels and many more images to provide visitors a detailed overview of what the region has to offer.

"The museum also welcomed a new exhibit. SCE&G gave the organization a collection of artifacts from their archeological dig on the Saluda River," said Amy Hoffman, Special Events Manager.

The evening began with the reading of a Concurrent House and Senate Resolution passed by the South Carolina Legislature. Senator John Courson and Senator Ronnie Cromer presented the resolution. Duane Parrish, Director of the South Carolina Department of Parks, Recreation & Tourism (SCPRT), shared with the audience how the local regional tourism offices throughout South Carolina impact the state.

The founding fathers of the Lake Murray Tourism & Recreation Association (known today as Capital City/Lake Murray Country), Bobby Long (deceased) and Charlie Higgins, were recognized for their passion to begin the organization 30 years ago.

The following awards were given:

Partner of the Year – Jennifer Looney, Sheraton Hotel Columbia

Volunteer of the Year – Brian Key, donated his truck/boat for marketing tool

At the end of the evening, the organization unveiled their latest marketing tool: a "wrapped" vehicle and boat. Both are custom wrapped with attention grabbing colors and graphics designed to promote the region. In partnership with SCPRT, this promotional ad on wheels and water will be appearing at fishing events nationwide. Throughout the year, there will be a "Spot the Boat" promotion on Facebook and Twitter so people across the United States can get connected to all this region offers with a chance to win a vacation to the region.

A Board of Directors governs the organization. The organization employs a staff of seven. The Capital City/Lake Murray Country Visitors Center is located on Highway 6, 2184 North Lake Drive in Columbia. For more information, visit LakeMurrayCountry.com or call (803) 781-5940.

###