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**Jackson, Mississippi Center Stage at
City/Nation/Place Awards**
Tourism campaign receives recognition at international
destination branding conference and awards show.

Finalist 2017

JACKSON, MS – “City with Soul”

JACKSON, MS - A destination-branding project developed by *Visit Jackson* has been named a finalist in the London-based City/Nation/Place Awards. The global competition evaluates place and destination branding elements from campaigns for cities, localities, and countries around the world. The “[My City](#)” project by *Visit Jackson* was named a top five finalist in the “Best Expression of Place Identity Through Design” category.

The 2017 [City/Nation/Place Awards](#) consist of five categories, each of which contains five finalists. Entries were received from four different continents. In Jackson’s category, other finalists hail from places such as Luxembourg, Italy, and South Africa. Winners will be announced at a ceremony in London on November 9, 2017.

The “My City” project consists of an original song and accompanying music video. The song, written and composed by Jackson-based artist [Adam “AJC” Collier](#) and performed by AJC and his band, The Envelope Pushers, is done in a modern style that pays homage to the rich Soul/R&B heritage that thrives in Mississippi’s capital city. The song’s music video sees the artist showcase rich creativity by using the city’s many attractions and events as a storytelling backdrop.

“We cannot underscore the significance of this recognition,” said Wanda Collier-Wilson, CEO of *Visit Jackson*. “Being recognized in a major international competition alongside some of the most vaunted destinations in the world helps to build awareness that Jackson is a creative and cultural mecca aligned with the sensibilities of today’s travelers.”

“Our evolving marketing strategy consciously targets Millennial travelers, and their search for authenticity and rich cultural experiences,” said Jonathan Pettus, Vice President of Marketing for *Visit Jackson*. “The ‘My City’ video had to promote Jackson, but it also had to be worthy of pop culture. We needed a song not a jingle, and a real music video, not a sales piece. ‘My City’ delivered, and is being recognized by City/Nation/Place because of this.”



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“Jackson’s strength has always been in the authenticity, creativity, and culture of the city’s collective experiences,” said Wilson. “This aligns well with the decision drivers of modern travelers. The ‘My City’ project depicts just that, and we believe it was because of this that the promotion has garnered this recognition.”

The “My City” promotion was the concept of Jackson-based marketing firm Maris, West & Baker. Jackson-based Spot On Productions served as production company for the “My City” music video.

See the music video at <http://bit.ly/MyCityJXN>.

About Visit Jackson

[Visit Jackson](#) (Jackson Convention & Visitors Bureau) is the official Destination Marketing Organization charged with attracting, promoting and facilitating events to and within our market to generate a positive economic impact to improve the quality of life of our citizens.

About City/Nation/Place Awards

Representing place branding stories from four continents, City/Nation/Place award finalists are sharing their approaches to attracting tourism, driving economic development and engaging citizens through great communications and a clear-sighted vision of their objectives.

Place brand strategies need to focus on long-term goals – these Awards recognize the need for measurable progress in the shorter term, which contribute to the longer-term brand management approach.

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