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## **Jackson: City with Soul, A New Documentary Series!**

### **JACKSON, MS – “City with Soul”**

Visit Jackson is proud to introduce a new documentary series, Jackson: City with Soul! The series takes on an entertainment or more of a “Docutainment” twist with comedian host Rita Brent. Rita has recently gained notoriety with her connections to nationally recognized comedians Rickey Smiley and Kevin Hart.

Jackson’s strength as a destination lies within the city’s wealth of rich, collective experiences. This documentary showcases this authentic and culturally rich destination and gives the viewer a candid, up-close and personal look at her people, her places and events that makes her the “City with Soul”. The series is housed online at [www.jxn.ms](http://www.jxn.ms) and can be viewed in its entirety or by episode with themes:

- Episode 1: Oil Boom to Sonic Boom
- Episode 2: Soul-Stirring Sounds to Civil Rights
- Episode 3: Renowned Writers to Incredible Eats
- Episode 4: River Trips and Artsy Flicks
- Episode 5: Amazing Artists to Awesome Music
- Episode 6: City Visions to Celebration

This approach aligns with the mindset of the millennial generation, now the largest single generational group in America and recently identified as the most economically powerful. This entertainment-based documentary about the cultural fabric of Jackson carefully threads seemingly tangential but related stories of the city’s present and past in a way to pique the interest of potential travelers – particularly Millennials.

The series directly ties to the “relaunch” of the “City with Soul” brand by opening each episode with the song that began the lyrical branding, “My City, City with Soul”. A [video](#) was also produced. The series will serve as an image builder for travelers interested in authentic history, culture and a city that’s unapologetically a bit out of the ordinary. While each episode has a theme, they each will depict elements that capture the *Soul* of our city: culture, heritage, arts, food, music and history. You'll see just how this series ties together interesting aspects of Jackson's past with some of the most unique people and places of today. And rather than focusing each episode on a big category, we want each video to to possess elements that create the Soul of the City: culture, heritage, arts, food, music, and civil rights.

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