



**FOR IMMEDIATE RELEASE – MAY 11, 2017**

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**Spot a Shrimp, Use the My Gulf Coast App**  
*Discover your next great memory on the Mississippi Gulf Coast*

**Mississippi Gulf Coast, Miss.** – Still wondering about the curious Shrimp Signs along Highway 90 intersections? Haven't received a definitive answer from anyone throughout the region? Visit Mississippi Gulf Coast is here to help!

In celebration of National Travel and Tourism Week, taking place May 7-13, the Mississippi Gulf Coast now has a free travel app available for iOS users via the App Store and for Android users via Google Play. My Gulf Coast is a way-finding app that helps users locate attractions, restaurants, shopping, and other points of interest that can be found at each Shrimp Sign posted along Highway 90.

"We are excited to introduce the My Gulf Coast app as an added resource for both visitors and residents along the Mississippi Gulf Coast. My Gulf Coast is the perfect tool to find your next favorite restaurant, to discover a new attraction and to plan itineraries for your next trip to the Mississippi Gulf Coast!" said Visit Mississippi Gulf Coast Executive Director Renee Areng.

By pinpointing the user's location, the app's interactive map allows users to find attractions, restaurants, and more that are near their current location. Users can view current deals and offers promoted by local businesses directly from the app.

My Gulf Coast also provides users with an itinerary builder, where they can select their favorite restaurants and attractions and add them to an itinerary. Scavenger Hunts are another fun feature of the My Gulf Coast app, giving users opportunities to complete various tasks and win prizes.

Partners in the region also have the opportunity to promote deals and offers through a push notification feature, targeting app users by geo-radius.

Visit Mississippi Gulf Coast is an organization charged with promoting South Mississippi as a tourism and convention destination worldwide. Its mission centers on attracting ever-increasing numbers of leisure, convention, sports and business visitors to the area. It is dedicated to maximizing the travel and tourism industry for South Mississippi. Visit [gulfcoast.org](http://gulfcoast.org) to learn more.

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