



P.O. Box 56792, Jacksonville, FL 32241

www.jaxaaa.org

email: info@jaxaaa.org

PRESS RELEASE

JACKSONVILLE ASIAN AMERICAN ALLIANCE PARTNERS WITH THE JACKSONVILLE & THE BEACHES CONVENTION AND VISITORS BUREAU

Jacksonville, FL, August 15, 2006 – The Jacksonville Asian American Alliance (JAAA), today announced its partnership with the Jacksonville & The Beaches Convention and Visitors Bureau (CVB) in promoting Jacksonville. The Partnership Trade Agreement between the two organizations comes with many benefits for members of both groups including reduced membership rate, invitation to special events and engagements, and assistance in attracting multicultural groups in Northeast Florida to name a few.

“We look forward to actively working with the CVB in promoting Jacksonville and North Florida as a destination for investments, trade, and tourism,” says Gloria Chu, Co-Chair of the Economic Committee of JAAA.

The Jacksonville & the Beaches Convention and Visitors Bureau (CVB) is the sales and marketing agency responsible for attracting visitors to the Jacksonville metropolitan area. The CVB's mission is to market the area as a destination for visitors, resulting in increased sales of room nights, tourism tax revenues and employment opportunities. The Bureau is dedicated to selling greater Jacksonville as a convention and leisure travel destination on regional, national and international levels.

JAAA will assist the Jacksonville & the Beaches Convention and Visitors Bureau in creating a more enjoyable experience for visitors.

The Jacksonville Asian American Alliance is incorporated as a Florida nonprofit corporation and provides Asian Americans in North Florida a venue for actively participating in socio-cultural, civic and economic programs that serve the community.

Contact information:

Call Anjna Chauhan, President (904-294-8898) or

Tess Galino, VP for Public/Press Relations, 904-874-8346

Website: www.jaxaaa.org

Email: info@jaxaaa.org

###