

Mississippi Development Authority
P.O. Box 849
Jackson, MS 39205

Media Contact: Sherry Vance, Director of Communications, 601.359.3041

Date: November 28, 2001

MEDIA ALERT

Who: Mississippi Development Authority
What: Mississippi Market Kick-Off Press Conference
Where: 1st Floor Conference Room of Woolfolk Building
When: Monday, December 3rd, 9:00 am
Why: Kick-Off Promotion of the Advertising and Marketing Campaign To Encourage Registration for Mississippi Market Scheduled for this Summer

Mississippi Market, hosted by the Mississippi Development Authority will be held June 14 and 15 in Jackson. The event is a wholesale show that allows Mississippi manufacturers, craftsmen, wholesalers and service providers to showcase their products to retail establishments. It provides retailers the convenient opportunity to see a very large selection of products from Mississippi businesses in one location.

During the 2001 Market, 800 buyers from 8 states attended. These buyers' represent some of the 30,000 retail stores throughout the southeast that will receive invitations to the Mississippi Market. They will be purchasing items for retail businesses such as specialty stores, department stores, gift shops, and garden centers.

Photo opportunity – Displays of examples of what will be featured during the Market

Interview opportunity –

Governor Ronnie Musgrove
Robert J. Rohrlack, Executive Director, Mississippi Development Authority
Tay Morgan, Taymorgan Designs, hand-painted specialty items
Cindy Tyler, Owner of The Mississippi Gift Company

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