

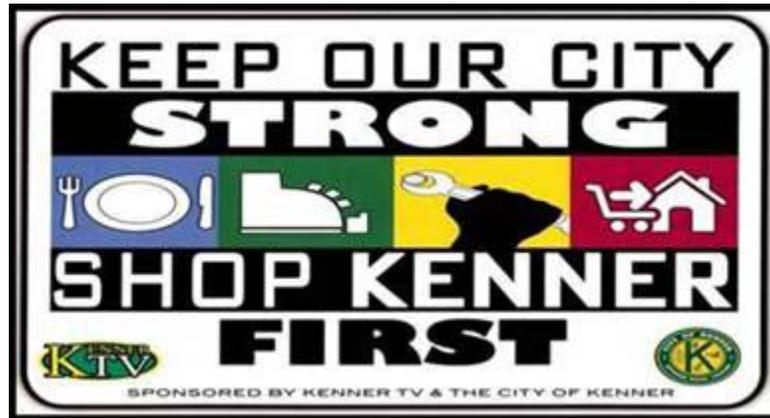


CITY OF KENNER

MAYOR'S OFFICE

MICHAEL S. YENNI
Mayor

For Immediate Release
November 30, 2012



Kenner Re-Launches Shop Kenner First Campaign

The City of Kenner's Department of Information Technology and Telecommunications/KTV is excited to announce the re-launch of the Shop Kenner First campaign beginning this holiday season.

A few years ago, in an effort to encourage Kenner citizens to invest in their community, Kenner TV initially launched this campaign. The undertaking included promotional videos that ran on Kenner TV, as well as YouTube, and colorful placards that read "Keep Our City Strong-Shop Kenner First." These placards were distributed to numerous businesses in the City, and most hung them in their storefront windows or displayed them in a conspicuous place in their stores. The campaign has since weakened and new businesses have come to Kenner.

In an effort to resurrect awareness regarding the importance of shopping local, the City of Kenner and Kenner TV will re-launch this effort and once again run billboards and promotional videos for this initiative. In addition, the IT office will promote Shop Kenner First via the Kenner Facebook page and website.

Business owners interested in joining the campaign are encouraged to contact the City of Kenner at 504-468-6655 for information regarding obtaining free placards for their storefronts. There is no cost to businesses participating in the program.

“Kenner businesses have a lot to offer the consumer and we are hopeful that the Shop Kenner First will remind those out shopping or dining to reinvest in their community and keep their funds local,” said Mayor Mike Yenni.

KTV airs on Cox Cable Channel 76 and AT&T Uverse Channel 99. Please contact Valerie Waguespack, Director for the Department of Information Technology and Telecommunications/Kenner TV, at 504-468-6655 or visit www.kenner.la.us for more information.

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