

News Release

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Lake Charles/Southwest Louisiana Events App Now Available

LAKE CHARLES, LA (February 4, 2015) – The Lake Charles/Southwest Louisiana Convention and Visitors Bureau (CVB) has developed a free app for IOS and Android smartphones that allows you to easily access the calendar of events so you'll know what is happening in Southwest Louisiana no matter where you are.

You can filter by category and subscribe to push notifications for your particular interests. In addition, you can browse through recent blog articles, subscribe to e-news, learn about other apps from the CVB and even submit an event of your own. You can now have the answer to "What's going on?" at your fingertips!

"There are plenty of opportunities to enjoy the local sounds, the thriving arts scene, and culture, since Southwest Louisiana is the Festival Capital of Louisiana with more than 75 festivals and special events each year. This app gives both residents and visitors a chance to experience our celebrations and joie de vivre," said Shelley Johnson, executive director of the Lake Charles/Southwest Louisiana Convention & Visitors Bureau.

To download the free app, search "Lake Charles Events" in your app store.

For more information on the Lake Charles Events app, please contact the CVB at 337-436-9588 or visit www.visitlakecharles.org/eventsapp. To explore more local apps, log onto www.visitlakecharles.org/apps.

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