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## **LAKE CHARLES**

### **SOUTHWEST LOUISIANA**

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#### **News Release**

#### **For Immediate Release**

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**CONVENTION & VISITORS BUREAU**

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### **Lake Charles/Southwest Louisiana Convention & Visitors Bureau & Split Rock Studios Collaborate on Creole Nature Trail Adventure Point**

SULPHUR, La. (June 3, 2014)—The Lake Charles/Southwest Louisiana Convention & Visitors Bureau teams up with Split Rock Studios, a full-service interpretive exhibit firm from St. Paul, Minn., on the Creole Nature Trail Adventure Point project.

Split Rock Studios is a 40,000 sq. ft. modern design and fabrication facility with exhibit designers, developers, artists and skilled craftspeople elevate exhibits from the expected to the exceptional. This multidisciplinary team works from coast to coast to design, develop and build interpretive displays for museums, nature centers, visitor centers, zoos, aquariums, and national and state parks.

Through the years, Split Rock Studios has received over 20 national awards for excellence in exhibitions from organizations like the American Alliance of Museums, National Association for Interpretation, and the Association for Zoos and Aquariums.

"Working with Split Rock Studios has been a smooth and energetic process. The team is creating immersive experiences to engage the senses as well as the imagination. Among other treats, guests will enjoy up-close views of bayous and marshes, smell the mouth-watering aromas of Cajun cooking, and "play along" with a Zydeco band," said Shelley Johnson, executive director of the bureau.

Split Rock Studios was selected to design and fabricate the exhibit displays for the Creole Nature Trail Adventure Point project through a nationwide request for proposal process. The Adventure Point aims to inspire visitors to explore not only the 180-mile trail but the entire region.

For more information on Split Rock Studios, visit [www.splitrockstudios.com](http://www.splitrockstudios.com). For information on Creole Nature Trail Adventure Point, visit [www.visitlakecharles.org/AdventurePoint](http://www.visitlakecharles.org/AdventurePoint).

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