



## **LAKE CHARLES**

### **SOUTHWEST LOUISIANA**

#### **CONVENTION & VISITORS BUREAU**

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#### **News Release**

#### **For Immediate Release**

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### **Creole Nature Trail Adventure Point Construction Phase**

SULPHUR, La. (June 3, 2014)—The Southwest Louisiana Convention & Visitors Bureau (CVB) has begun construction on an interpretive, adventure facility at the western gateway of the Creole Nature Trail All-American Road. Architectural plans were developed by Vincent Shows Architects. Gunter Construction has begun the building phase of the \$1.1 million dollar, 4,760 sq. ft. facility.

The adventure point will offer visitors from around the country and world an opportunity to get a taste of what they can see and do in the area. Interactive hands-on exhibits will showcase the unique estuary system of the Creole Nature Trail All-American Road and Southwest Louisiana's culture. The building will also house satellite offices of the CVB.

"The Creole Nature Trail Adventure Point will include interactive displays, featuring the beauty and unique qualities of our landscape, culture, history, food and music. The level of imagination and caliber of creativity are extremely innovative. The facility, like the Creole Nature Trail, will be a destination unto itself, and the goal is to encourage people to travel the trail and explore all of Southwest Louisiana," said Shelley Johnson, executive director of the CVB.

"The Creole Nature Trail Adventure Point will bring to life many of the intrinsic qualities that make this area a unique destination. People who experience the exhibit displays will walk away with a vivid understanding of the wildlife and landscape along the Creole Nature Trail as well as our culture and way of life in Southwest Louisiana," said Mike Dees, chairman of the board of directors.

This immersive experience is designed to educate visitors and children, while identifying area assets such as the best places to spot alligators, view migrating songbirds and enjoy the natural beauty and culture of our area. The facility will be located at 2740 Ruth Street, south of the Sulphur/Creole Nature Trail exit 20 on Interstate 10. For more information, go to [www.visitlakecharles.org/AdventurePoint](http://www.visitlakecharles.org/AdventurePoint).

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