



For Immediate Release

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DISCOVER JEFFERSON CITY FOUNDATION FORMED

The Jefferson City Convention and Visitors Bureau recently helped facilitate the creation of the Discover Jefferson City foundation. The purpose of this foundation is to assist the Bureau in reaching goals that fall outside the budget of the Convention and Visitors Bureau.

The new foundation, named Discover Jefferson City, recently held a planning meeting to discuss the foundation's future plans and to develop a mission statement.

Discover Jefferson City's purpose is to support the Jefferson City Convention and Visitors Bureau by developing and promoting tourism and tourist sites in the central Missouri area and to educate residents and tourists.

More specifically, the foundation is tasked with informing residents and visitors of the diverse cultural, historic, educational, scientific, civic and athletic attractions and events available to the public in the Jefferson City area. The foundation will provide information, advice and assistance to the residents, potential visitors and visitors to the Jefferson City area by outlining relevant areas of interest such as directions, transportation and safety. Discover Jefferson City will also work to organize and operate one or more visitor's center in the Jefferson City area to carry out the purposes described above.

"I am honored and excited about being part of the Discover Jefferson City foundation" said Shelley Klebba, foundation board chair. "The foundation has big goals, yet is forming realistic steps for future attainment. Two initial projects that have been discussed are a public downtown trolley and citywide wayfaring signage to direct tourists to attractions."

The Discover Jefferson City foundation board is comprised of nine Jefferson City business men and women including Brian Allen, Charles Brzuchalski, B.J. DeLong, Tina Hoey, Denise Kinard, Shelley Klebba, Warren Krech, Peggy Landwehr and Robert Robuck. Steve Picker, Bureau executive director, is the staff liaison.

"We have a wonderful community and feel that there are community residents that would like to financially help achieve goals set forth." Picker said.



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