

Mayor Landrieu Recognizes Hospitality Industry Support of NOLA for Life

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NEW ORLEANS, LA—Today, Mayor Mitch Landrieu commended the New Orleans hospitality community for mobilizing support and leading the creation of a local fundraising effort in support of the City's comprehensive murder reduction strategy, NOLA FOR LIFE. The ticketed fundraising event, on Thursday, March 27, from 6-8:00 p.m. in the New Orleans Ernest N. Morial Convention Center Great Hall, will include a live performance by the Brass-A-Holics and presentations by local hospitality leaders.

“NOLA FOR LIFE creates pathways away from violence and towards opportunity for young men and boys across the city,” said Mayor Landrieu. “While we've seen early signs of progress, there is still more work to be done. I applaud the hospitality community for stepping up to help the City's efforts and encourage everyone to get involved in creating safe and healthy neighborhoods for all of our residents.”

“New Orleans is on a roll. We are being recognized nationally for distinctions in tourism, business and culture. Our dynamic mayor was recently re-elected and our murder rate is at a 30-year low,” said Stephen Perry, President and CEO of the New Orleans Convention and Visitor's Bureau. “It's our duty as the city's largest industry to keep that momentum going by supporting community initiatives that work, like NOLA FOR LIFE.”

Mayor Landrieu launched the NOLA FOR LIFE in May 2012, creating strategic partnerships with national and local partners to create and implement initiatives in five main categories to create safe neighborhoods. From prevention to intervention to rehabilitation and enforcement, the comprehensive strategy seeks to improve outcomes, specifically creating jobs and opportunities for young men and boys between the ages of 16 to 30. In response to a charge from Mayor Landrieu for the engagement of the local business community, the hospitality industry committed to actively engage in fundraising for the NOLA FOR LIFE Fund which supports proven local service providers that deliver high-quality programs and social services to young men most at risk of being caught in the cycle of violence and murder.

“In addition to being a great fundraiser, we hope this is an opportunity for the hospitality industry to build a lasting relationship with NOLA FOR LIFE through service opportunities and job placement,” said Alfred Groos, general manager of the Royal Sonesta Hotel. “We encourage everyone to come out for a fun night

with great music to support NOLA FOR LIFE.”


The fundraiser will feature live entertainment, catering by Centerplate, and an opportunity to engage with NOLA FOR LIFE program participants. Tickets to the event are available for \$25 per person through the event website -

www.neworleanscvb.com/hospitalitycelebratesnolaforlife .

Sponsorship opportunities are also available by contacting Dottie Belletto at (504) 888-7608 or by email at dbelletto@nocci.com.

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About NOLA FOR LIFE:

Launched in May 2012, NOLA FOR LIFE is New Orleans Mayor Mitch Landrieu's comprehensive murder reduction strategy to tackle the city's historically high murder rate. Recognizing that law enforcement alone cannot solve the murder problem, NOLA FOR LIFE takes a holistic approach to get to the root of the problem and implements initiatives in five main categories: Stop the Shooting, Invest in Prevention, Promote Jobs and Opportunity, Strengthen the NOPD and Get Involved and Rebuild Neighborhoods. For more information, visit www.nolaforlife.org  and tune in to NOLA FOR LIFE original programming 24/7 on Cox Cable Channel 99.