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Media Contact:
Lori Riddle Eberenz
lreberenz@bch.com
502-589-7711 or 502-552-5563

Study notes parks' importance to tourism

Louisville, Ky.— A national tourism consulting firm identified the future park lands along the Floyds Fork watershed as a key asset in establishing Louisville as a destination for travelers.

The Louisville Destination Development Plan, developed by tourism consultant Convention Sports & Leisure International, makes a number of proposals to bolster Louisville's position as a destination city, including recommending the city actively promote its outdoor offerings.

In addition to the 4,000 acres of Floyds Fork park lands being developed by 21st Century Parks, the report identified Jefferson Memorial Forest and the planned 100-mile Louisville Loop multi-use trail. 21st Century Parks will build into its parks approximately 18 miles of the Louisville Loop in its stretch through the Floyds Fork corridor.

"These parks are going to offer some spectacular outdoor recreation opportunities, many of which will be unique to the area," said Dan Jones, president and CEO of 21st Century Parks. "This project is intended to appeal both to area residents as well as to travelers, and we look forward to partnering with the city to help spread the word about what Louisville has to offer the outdoor enthusiast."

About 21st Century Parks

Founded in Louisville in 2004, 21st Century Parks is a private, nonprofit corporation leading the creation and management of The Fork – a new, 4,000-acre public parks

system along the Floyds Fork watershed in eastern and southeastern Louisville. The new parks system is one of the largest and most ambitious metropolitan park projects in the nation.

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