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Sounds of Summer Are Blossoming Sunflowers in Kansas Tourism

Native Kansas Country Music Artist Named State's Tourism Brand Ambassador

April 8, 2014. Topeka, Kan., ... There's No Place Like Kansas echoes the marketing sentiments of the spring 2014 tourism marketing campaign to be launched April 9th by the [Kansas Department of Wildlife, Parks and Tourism](#) (KDWP).

[Logan Mize](#), native of Clearwater, KS, has been named the newest Kansas brand ambassador to promote Kansas as a visitor destination. Logan, Nashville up-and-coming country artist, was chosen for his wholesome Midwest values and roots, reflective of Kansans and his Kansas life experiences. Mize's original soundtrack "Sunflowers" will be used as the official state tourism song. It embodies the authentic and natural flavor of the state and creates an emotional hook that will draw audiences to want to know more about visiting Kansas. The sunflower is the official state flower of Kansas.

Logan might be the new voice in Nashville, but he's all Kansan at heart. The singer and songwriter takes immense pride in telling others about his home state and all it has to offer visitors. His genuine enthusiasm plays perfectly into the Kansas Tourism Division's goal to reach new audiences in the new summer marketing campaign.

"The popularity of country music, paired with Logan Mize's younger audience appeal presents Kansas with an opportunity to reach new market segments through this partnership," said Linda Craghead, Asst. Secretary Parks & Tourism, KDWP. "Our goal is to have Logan share with his audiences that Kansas is a fun and exciting place to visit, where they can connect with the kinds of experiences that influenced him growing up in Kansas."

In partnership with the state's marketing efforts, Logan will be sharing his many personal Kansas stories at his live concerts, on social media -- including short videos featuring his favorite places to visit, on his website and will also make some personal appearances for Kansas tourism events. He will also be including a copy of the Official Kansas Visitors Guide with all on-line music sales.

Logan delights in conveying messages about his personal family fun in Kansas such as favorite fishing holes, horseback riding through the tallgrass prairie of the Flint Hills, kayaking amidst ancient limestone and sandstone formations on Wilson Lake, walking in the footsteps of history across a Civil War battlefield at Mine Creek, enjoying Smithsonian-quality space exhibits at the Kansas Cosmosphere and Discovery Center, and, of course

munching on food from generations-old recipes at hometown restaurants and cultural festivals across Kansas.

Beginning April 9th, new travel itineraries packed with attractions, events and experiences will be available at www.TravelKs.com to help visitors capture ideas and map their plans for summer exploration of Kansas. Also, learn more about Logan Mize and Kansas tourism at <http://www.travelks.com/LoganMize/>

For more information, visit www.TravelKS.com, or call 785-296-2009. Find Kansas on Facebook at www.facebook.com/TravelKS and on Twitter at @TravelKS.

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