



The Soul of Illinois

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CONTACT:

Treva J. Marshall 800/653-0450, treva@tjmcommunications.com

Meghan Haynes 312/751-9689, mhaynes@beamaninc.com

**BRONZEVILLE POSTER FEATURED
IN STATE'S POPULAR TOURISM ADVERTISING CAMPAIGN**

CHICAGO –The Illinois Department of Commerce and Economic Opportunity, Bureau of Tourism (IBOT) unveiled its 2006 advertising campaign with a poster paying tribute to the revered Chess Records recording studio, an institution of the historic Bronzeville community.

Bronzeville is a lakefront community, 10 minutes from downtown Chicago and has seven historic districts, including the Black Metropolis Historic District and more than 30 additional landmark sites that have been documented on the National Register of Historic Places. There is a Blues Entertainment District within a new cultural corridor that supports four unique cultural centers.

Bronzeville's rich heritage, and unique blues-soaked culture, resonates with travelers everywhere. Local African-American artist Courtney Jolliff captures the soul of Bronzeville in the "Electricity Discovered the Blues" poster which uses Chicago based chess records as the centerpiece. IBOT is tapping into what the Travel Industry Association of America (TIA) has named the fastest growing segment among leisure travelers, African-American Heritage Tourism, by placing the spotlight on the area known historically as Chicago's black belt.

"Given the enormous musical influence of Chess Records and the rich history of Bronzeville, it is only fitting to include Courtney's artwork in our campaign. We are excited to present this unique facet of Illinois to all of our state's visitors," Illinois Department of Commerce and Economic Opportunity Director Jack Lavin said.

For more information about Illinois destinations and attractions visit www.soufulillinois.com.

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The Illinois Department of Commerce and Economic Opportunity, Bureau of Tourism manages industry efforts that result in sustainable and significant economic and quality-of-life benefits for Illinois residents.

Governor Rod R. Blagojevich

Illinois Department of Commerce and Economic Opportunity, Bureau of Tourism