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Mississippi Hospitality & Restaurant Association Creates “EVERYONE’S WELCOME HERE” CAMPAIGN

The Mississippi Hospitality & Restaurant Association has announced its plans to create the **EVERYONE’S WELCOME HERE** campaign.

Mike Cashion, the Executive Director of the MHRA states, “When HB 1523 was signed, Mississippi was thrust into the national spotlight. Regardless of its intent, this legislation has created a level of controversy and public perception that affects the image of our state and the hospitality community. And while we may not be able to manage the image and brand of the entire state, we can affect the image of our restaurants, hotels and other hospitality businesses. When our industry is challenged, we as an organization will take prudent steps to protect and promote the restaurant and hospitality industry”

The “EVERYONE’S WELCOME HERE” Campaign is a voluntary, no cost program for members of the hospitality and tourism industries.

The MHRA will design, print and distribute door decals to restaurant or hospitality related business that would like to convey the message that “EVERYONE’S WELCOME HERE.” The MHRA will create a web presence that will list a master directory of participating restaurants and businesses. The Association and its members will use social media to support the campaign and convey a message of inclusivity.

Cashion adds, “Our industry serves a diverse customer base and we want to make sure all customers are appreciated and welcomed. We have a very clear and strong message to convey. Mississippi’s restaurant industry is open for everyone’s business.”

The official launch date is scheduled for late April.

If you would like to participate in the program or would like more information contact the MHRA office at 601.608.0221 or by email at info@msra.org.

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The Mississippi Hospitality & Restaurant Association is a non-profit association composed of over 1400 food service operators, lodging properties, casinos, suppliers, manufacturers, and other professionals who realize the importance of working together for the good of our industry. Mississippi’s 4300 restaurants contribute significantly to the economy. Over 80,000 people are employed in the industry. Restaurant sales will exceed \$3.2 billion this year and contribute over \$228 million in State taxes.