



Southern and Eastern Kentucky Tourism Development Association

TOUR Southern and Eastern Kentucky

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FOR IMMEDIATE RELEASE

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April is Redbud Month in Southern and Eastern Kentucky



Congressman Harold "Hal" Rogers planting redbuds with local students

Somerset, KY...Southern and Eastern Kentucky Tourism Development Association (SEKTDA) in conjunction with the National Scenic Byways Program has invited local county judge executives in the 46-county region to sign a Redbud Proclamation declaring April as Redbud month in their respective county.

With the launch of the Redbud Trails program on May 10, 2004, Kentucky 5th District Congressman Harold Rogers' goal is to jump start the tourism season earlier for the region. Due to the Redbuds blooming approximately a month and a half prior to the traditional beginning of our tourism season, it is SEKTDA's intent, with the planting of these beautiful trees along Southern and Eastern Kentucky's Scenic Byways to draw tourists to the region earlier in the year extending the tourism season for a greater economic impact for our communities. To date, over 125,000 Redbud seedlings and trees have been distributed and planted in the region.

SEKTDA's mission is to promote, develop and expand the existing and potential tourism industry throughout Southern and Eastern Kentucky in an effort to contribute to the economic and cultural growth of the region. For additional information on Redbud Month and Redbud Trails Program please contact Jeff Crowe, Scenic Byways Director at 606-677-6095. www.tourseky.com

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