



THE REAL EASY

FOR IMMEDIATE RELEASE
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EXPLORE THE BEST OF CENTRAL LOUISIANA THROUGH A NEW REGIONAL BRAND INITIATIVE

Alexandria, LA & Pineville, LA – [Explore Alexandria Pineville](#), the [Central Louisiana Regional Chamber of Commerce](#), and [Louisiana Central](#) are proud to announce a groundbreaking collaboration to showcase the unique charm, opportunities, and quality of life in Central Louisiana. This regional brand initiative highlights what makes Central Louisiana an ideal place to live, work, and grow.

At the heart of this campaign is a commitment to fostering community connections and attracting talent to the region by spotlighting its unparalleled natural beauty, cultural vibrancy, affordability, and strong economic opportunities. The initiative embraces Central Louisiana's new brand promise:

"Central Louisiana promises easy living in an affordable, naturally stunning, and connected community with all the right ingredients to enrich your quality of life."

Why Central Louisiana?

Nestled in the heart of the state, Central Louisiana offers the best of both worlds: the charm and connectivity of small-town living paired with the convenience of big-city access. This initiative highlights the region's strengths through key messages such as:

- **Explore Beyond the Bayou:** Discover Louisiana's only national forest, picturesque rivers, and the state's longest hiking trail. Nature and adventure abound for outdoor enthusiasts and families alike.
- **Where Life is Easy:** With a cost of living 15% below the national average and commute times under 15 minutes, Central Louisiana makes life's daily demands more manageable, allowing residents to focus on what truly matters.
- **Grow Roots Here:** A safe, nurturing community with quality schools and strong business networks makes this the perfect place for families, professionals, and businesses to thrive.
- **Better Careers, Made Here:** From advanced manufacturing to healthcare and education, Central Louisiana offers diverse career opportunities with competitive pay and benefits.
- **Where Culture Meets Connection:** Rich cultural experiences, engaging festivals, and a vibrant arts scene ensure there's always something to enjoy and explore.

A Unified Voice for Central Louisiana

This initiative, developed in partnership with [Development Counsellors International](#) and a very talented local brand task force establishes a cohesive brand voice for the region, characterized as easygoing, friendly, timeless, no-nonsense, down-to-earth, and resilient. Through this unified





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voice, Central Louisiana's partners will amplify the message of a connected, welcoming, and prosperous region.

Katie Vanderlick, Executive Director of Explore Alexandria Pineville, shared, "We are dedicated to enhancing tourism in this area and showing everyone how easy it is to visit and be a part of our community."

"The Real Easy campaign provides an opportunity for us to tell our unique story with authentic messaging to promote the people, businesses, cultural, and natural assets in our region," said Deborah Randolph, President, Central LA Regional Chamber of Commerce. "The Chamber Board and I encourage residents to join in by sharing what they love most about Central Louisiana on #RealEasy and by engaging in upcoming events as part of the campaign rollout."

"Louisiana Central is honored to be part of this important work with such great partners and investors," said Jim Clinton, President and CEO of Louisiana Central. "We have great stories to tell, and it's important to share them statewide and nationally. It is also important to remind ourselves of the great things about living and working in Central Louisiana."

Central Louisiana The Real Easy is made possible thanks to the support and dedication of the following partners:

- [Cleco Corporate Holdings LLC](#)
- [Crest Industries](#)
- [Christus St. Francis Cabrini Hospital](#)
- [Rapides Regional Medical Center](#)
- [Red River Bank](#)
- [RoyOMartin](#)
- [Ratcliff Construction](#)
- Barron Heinberg & Brocato
- [MMLH Meyer, Meyer, Lacroix & Hixson](#)
- Chris Karam
- Michelle Karam
- [Kinetix](#)

If you are a business or organization that would like to get involved with Central Louisiana: The Real Easy, submit your contact information at realeasy.com.

For more information, visit realeasy.com or contact info@realeasy.com

About [Explore Alexandria Pineville](#):

Explore Alexandria Pineville is dedicated to promoting the unique attractions and experiences of Central Louisiana, inspiring visitors to explore our great community.





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About the [Central Louisiana Regional Chamber of Commerce](#):

The Central Louisiana Regional Chamber of Commerce works to promote economic growth, advocate for its members, and support a thriving local community.

About [Louisiana Central](#):

Louisiana Central is the regional economic development organization for Central Louisiana. It serves as a vital connector, bringing together leaders across the region to build a thriving hub for sustainable growth.

Rediscover Life's Simplicity in Central Louisiana- The Real Easy.

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