



Parish of Ascension

OFFICE OF THE PARISH PRESIDENT

TOMMY MARTINEZ
Parish President

L'auberge of Baton Rouge Named Crown Sponsor of 2014 Ascension Hot Air Balloon Festival

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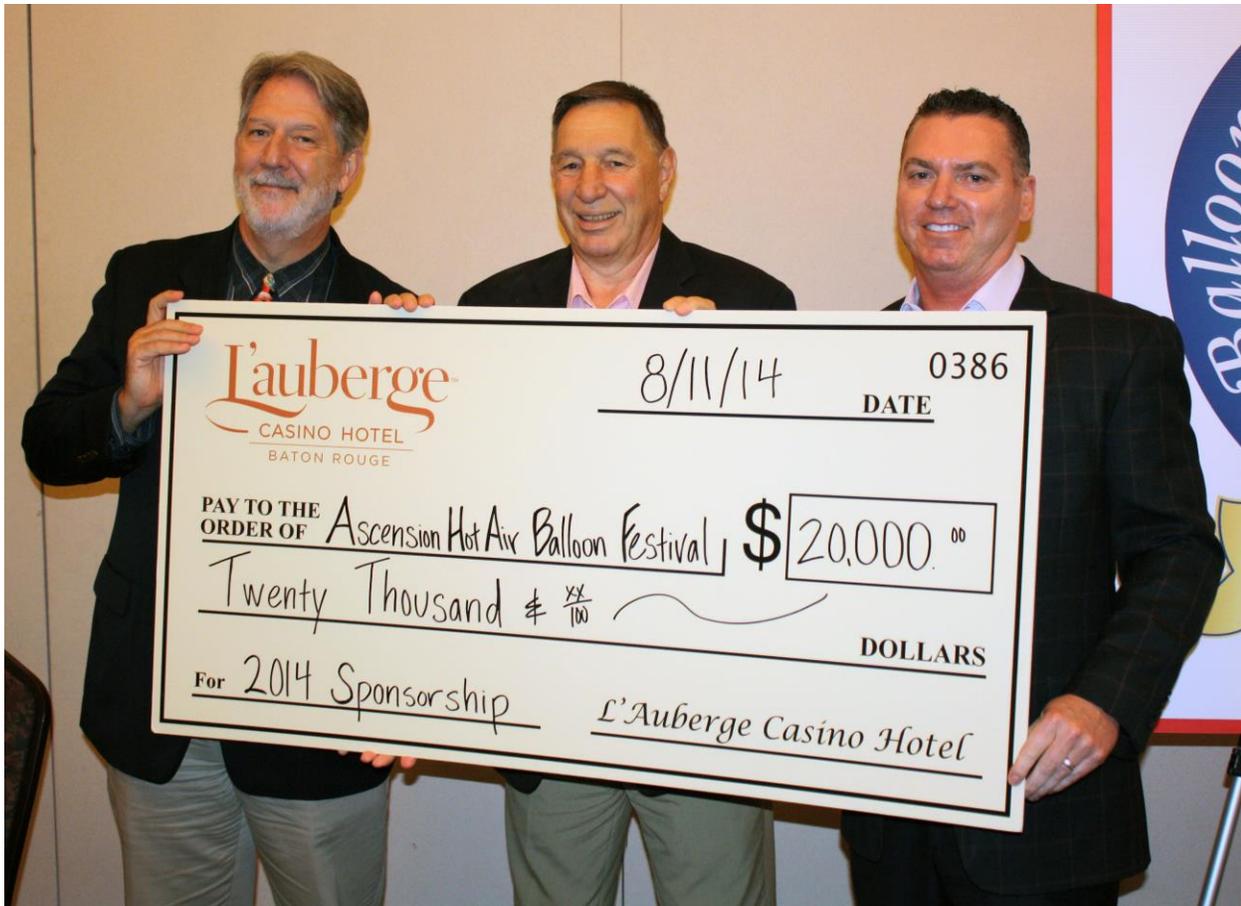
GONZALES— Ascension Parish President Tommy Martinez announced Monday L'auberge Casino & Hotel of Baton Rouge will be the Crown Sponsor of the 2014 Ascension Hot Air Balloon Festival on Sept. 26 and 27 at Lamar-Dixon Expo Center.

Mickey Parenton, vice president/general manager of L'Auberge Casino and Hotel Baton Rouge presented President Martinez with a sponsorship check for \$20,000 at a special announcement ceremony at Lamar-Dixon Monday morning.

"L'auberge is very, very excited about this sponsorship," Parenton said. "When we built L'auberge, we built it with the vision of serving the region. Ascension is surely vibrant and a fast growing part of this region. We are also committed to the community. And these types of partnerships let us give back to the community. We are just glad to be a partner, and I'm personally excited about being able to be with my family and looking forward to a fun weekend."

The 2014 Ascension Hot Air Balloon Festival will combine hot air balloon flights and evening glows along with live music entertainment, food, carnival rides, fireworks shows and more during the two-day event.

"I just want to thank Mickey and L'auberge for stepping up to the plate and being our crown sponsor," said President Martinez. "It's something that we need and we think that it is something that will only showcase Lamar-Dixon and Ascension Parish, but also L'auberge because you are showing what a great corporate neighbor that you are."



CUTLINE – Mickey Parenton (right), vice president/general manager with L’auberge Casino and Hotel Baton Rouge, presented a sponsorship check for \$20,000 to Ascension Parish President Tommy Martinez (center) and Martin McConnell, sales and marketing manager with Lamar-Dixon Expo Center, and chairman of the Ascension Festivals and Cultural Council, Inc., a Louisiana non-profit corporation. L’auberge Casino and Hotel of Baton Rouge has become the Crown Sponsor of the 2014 Ascension Hot Air Balloon Festival scheduled for Sept. 26 and 27 at Lamar-Dixon Expo Center.

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