

Media Release

Mississippi Coast Coliseum and Convention Center

FOR IMMEDIATE RELEASE

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Janice Jefferson rejoins Mississippi Coast Coliseum & Convention Center

Biloxi, Miss., February 13, 2013 – Sales professional Janice Jefferson has rejoined the staff at the Mississippi Coast Coliseum and Convention Center as Director of Sales and Marketing after spending almost 22 years away from the area. Janice began her career in hospitality with the Coliseum and Convention Center over 25 years ago. After leaving the Coast, she gained broad experience in convention and event sales and marketing positions with the Houston, Miami and Birmingham Convention and Visitors Bureaus. Additionally, she held sales and marketing positions in the gaming industry at Miccosukee Resort in Miami Beach, Pearl River Resort in Philadelphia, Miss. and was a regional sales director for Harrah's in Alabama. Her most recent position, prior to re-joining the Mississippi Coast Coliseum and Convention Center in her original position, was as National Sales Manager for the Historic Tutwiler Hotel in Birmingham.

Says Bill Holmes, Executive Director of the Mississippi Coast Coliseum and Convention Center, "After having worked in a variety of CVBs, the gaming industry and the hotel industry, Janice brings a wealth of knowledge and experience back to the Coast to help us market this facility to its full potential. We were pleased that it worked out for us to be able to hire her again."

Janice is a native of Birmingham, Alabama and a proud mother of her two sons, Ryan, a junior at Jacksonville State University in Anniston, Alabama, and Collin, a freshman at Jeff State Community College in Birmingham.

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The Mississippi Coast Coliseum and Convention Center is the largest beachfront facility of its kind in the South and continues to be the crowd favorite for sports and live entertainment both for locals and tourists. From its flexible arena and fine concessions to its spacious convention center and close proximity to other Gulf Coast attractions, the Mississippi Coast Coliseum and Convention Center is available to meet any future entertainment and event planning needs.