**FOR IMMEDIATE RELEASE** MEDIA CONTACT: MARLA CICHOWSKI

 MARLA@TIMEZONEONE.COM

**Illinois Tourism Launches New “Amazing for All” LGBTQ Campaign**

**CHICAGO** - As a celebration of diversity and inclusiveness, the Illinois Office of Tourism introduces its new “Amazing for All” campaign, welcoming everyone to experience the places and people that make Illinois amazing. The new “Amazing for All” initiative builds on the momentum of Illinois Tourism’s successful LGBTQ campaign from Spring/Summer 2017 and encourages travelers to take a vacation from the ordinary, explore the state and hashtag their experience with #AmazingforAll.

 “Illinois is one of the first states in the Great Lakes region to target LGBTQ travelers. Our message is clear, everyone is welcome here in Illinois,” said Cory Jobe, director of Illinois Office of Tourism. We’re proud of all the amazing experiences Illinois has to offer and we want the LGBTQ community to know we see the amazing in everyone who comes to visit.”

The new initiative also marks the beginning of a much broader international diversity campaign. “International visitors are vital because they stay longer and spend more money in the U.S. than domestic travelers so it’s important they feel welcomed and valued while visiting Illinois,” added Jobe. “The diversity of Chicago and Illinois reflects the diversity of our shared world and we have always and will always value visitors from both near and far.”

“Amazing for All” consists of a portrait and video series that ties together Illinois’ amazing LGBTQ community with amazing experiences, sites, attractions and destinations. [EnjoyIllinois.com/AmazingforAll](https://www.enjoyillinois.com/amazing-for-all) features new digital and social content illustrating the excitement Illinois locals have about welcoming LGBTQ visitors from across the world. To view the new “Amazing for All” video click [here](https://www.youtube.com/watch?time_continue=4&v=Bnx-rCytOTY).

The campaign will also feature a new “Amazing for All” wall mural in Chicago’s Boystown neighborhood this Spring created by Chicago artist Matthew Hoffman. Taking a picture with the wall mural will become a must do for LGBTQ visitors in Chicago and anyone who wants to communicate that they value diversity and inclusion.

To learn more about “Amazing for All” and find more travel inspiration click [here](http://enjoyillinois.com/amazingforall).

###

*The Illinois Department of Commerce and Economic Opportunity, Office of Tourism manages industry efforts that result in sustainable and significant economic and quality-of-life benefits for Illinois residents*