

## Rhode Island hires new tourism firms

By NewsOK

March 1, 2017

PROVIDENCE, R.I. (AP) — Rhode Island is launching a new tourism campaign after last year's brought international embarrassment over its "Cooler and Warmer" slogan and a promotional video that featured a scene from Iceland.

The state Commerce Corporation on Monday approved \$4.3 million to hire four vendors to work on this year's tourism and business attraction efforts.

They include two Providence-based firms: RDW Group, which gets \$1.7 million for advertising and strategic planning; and NAIL Communications, which receives \$1.4 million. There are also two New York-based firms: MMGY Global, which receives \$473,000; and Havas PR North America, which receives \$691,000 to attract businesses. Havas is the only one that also worked on last year's \$5 million campaign.

State Rep. Robert Nardolillo, a Coventry Republican, is criticizing the plan as wasteful.