

FOR IMMEDIATE RELEASE

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Bayou Vermilion District is NOT associated with Vermilion Parish School Board

Please be so advised...!!!!

***However similar the name, Bayou Vermilion District is NOT affiliated with The Vermilion Parish School Board in any way and was in NO manner involved in this unfortunate incident. ***

LAFAYETTE, LA – Bayou Vermilion District, commonly known as BVD, located in Lafayette, LA has been mistakenly blamed and brutally bashed on social media for an incident that occurred at a Vermilion Parish School Board meeting on Monday, January 8th in Abbeville, LA. Many people, worldwide, were outraged by a school teacher being arrested during the meeting and falsely accused Bayou Vermilion District for being responsible for the incident. On Tuesday, January 9th, the Director of Communications noticed an array of negative even derogatory comments and low reviews posted on the BVD's Facebook page from people voicing their opinions concerning the aforementioned situation. The BVD Communication Department immediately implemented their Crisis Communication Plan and by COB on Wednesday, January 17th their reviews recovered – from nearly 2 stars to 4.9 stars out of 5. BVD thanks you, their brand ambassadors, for fighting back with heartfelt, positive comments and excellent reviews to protect the stellar reputation of the organization, as well as, assisting in promoting its mission.

Since 1984, Bayou Vermilion District has worked to beautify, conserve and manage sites along the Vermilion River ensuring the preservation and enhancement of the natural and cultural resources for the citizens of Lafayette Parish. The mission focuses both on the environment and the unique culture of Lafayette. In 1990, Bayou Vermilion District opened the Vermilionville Living History Museum and Folklife Park as a way to preserve and represent the Acadian, Creole and Native American cultures in the Attakapas region from the time period 1765-1890.

Since its opening, the historic village has become one of Lafayette's premiere tourist attractions welcoming more than 50,000+ visitors each year from around the world. Vermilionville sits on a beautiful tree-covered 23-acre site on the banks of the Bayou Vermilion in the heart of Lafayette, providing a place for history, music, food, cultural exchange, historic architecture and much more.

The Bayou Vermilion District invites you to share in the beautiful natural and cultural resources we have to share. For more on who they are and what they do, please visit their website at bayouvermiliondistrict.org.

BVD asks if anyone has any grievances concerning the incident in Vermilion Parish, please direct them to the appropriate person or person(s) at:

The Vermilion Parish School Board Office
220 S. Jefferson Street
Abbeville, LA 70510
337.898.5764

Should you need additional information, please contact us at 337.233.4077 x. 205 or email communications@BayouVermilionDistrict.org.