

1 HJR402  
2 153101-1  
3 By Representative Mask  
4 RFD:  
5 First Read: 02-MAY-13

2  
3  
4  
5  
6  
7  
8 DESIGNATING "SWEET HOME ALABAMA" AS TAGLINE FOR  
9 ALABAMA TOURISM DEPARTMENT.  
10

11 BE IT RESOLVED BY THE LEGISLATURE OF ALABAMA, BOTH  
12 HOUSES THEREOF CONCURRING, That "Sweet Home Alabama" is  
13 designated the official marketing campaign tagline for the  
14 Alabama Tourism Department for purposes of advertising, public  
15 relations, media marketing, and social media marketing.

16 BE IT FURTHER RESOLVED, That we urge the Department  
17 of Tourism to expend available revenue proceeds of state  
18 lodgings taxes to place and maintain signs designating the  
19 phrase "Sweet Home Alabama" at or near entrances to the state  
20 along interstate highways.