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One of Missouri's best lakes and recreation areas, Mozingo Lake Recreation Park, has embarked on a major rebranding process over the last seven months. Mozingo Lake, which is known for its quality fishing and golf course, has worked to improve its overall marketing strategy and operational structure. Changes include an updated marketing strategy, new logo, a new advertising campaign, and website: www.mozingolake.com. While some changes are subtle, the overall campaign will add numerous improvements and updates to the park over time.

As part of a rebranding project, Mozingo Lake Recreation Park in Maryville, Mo., will host a grand reopening event from 6 a.m. to 6 p.m. on April 6th. The City of Maryville hopes the celebration will attract new and returning visitors to enjoy the lake atmosphere and park facilities, while promoting rebranding efforts and ongoing improvements.

"It's an opportunity to become reacquainted with one of the largest and best parks in the state of Missouri," Mayor Glenn Jonagan said.

Maryville native and country artist Mitch Gallagher will headline the event, performing a free concert at the "Point". Gallagher's debut, self-titled EP went to No. 46 on the iTunes Top 100 Country Albums in Feb. 2013. Gallagher, who moved to Nashville in 2011 to pursue his dream, attends Middle Tennessee State University while playing at various venues to promote his music.

Tyler Folkerts, Northwest Missouri State University student and aspiring musician, will perform an acoustic opening act for Gallagher. Folkerts covers and original songs can be found at www.youtube.com.

Events throughout the day will include a 5k run/walk, fishing tournament (6 a.m. start), bounce house, family games and activities, bus tours of park amenities, golf course hole prizes, live radio remotes, and much more. Hy-Vee will also be providing grilled food, side dishes, BBQ, and refreshments for purchase during the event.

"Mozingo is such a unique and beautiful park," Assistant City Manager Ryan Heiland said. "With 3,000 acres, there is so much to see and do and experience. This event is a great opportunity to come out and enjoy the park, enjoy some good food and listen to some great music."

New signs leading to and within the park are one of the changes in the works which will make a large impact on the usability of the park as a whole. Other noticeable improvements to the park include a remodeled Mozingo Golf clubhouse which features new seating, renovated bar, and ProShop. However, "Many of the changes that are happening at Mozingo won't necessarily be visible," Heiland said. "A lot of the focus is on increasing efficiency of operations while maintaining quality. We are looking toward the future and growing the amenities of Mozingo Lake Recreation Park in a responsible manner."

Recently, a new online reservation system was created for the lakeside cabins and RV sites. A total of five cabins, 20 RV sites and 13 equestrian RV sites are now available for reservation. These sites will assist in attracting potential visitors from beyond the Maryville area. In addition, golf tee times can also be reserved from the website and from mobile phones.

"Our goal is to continue to provide a great park for local residents to enjoy and that they are proud to share with many regional visitors, family and friends," said Heiland.

For continued updates and schedule of events for the April 6th Grand Reopening event, please refer to the event page at www.mozingolake.com/reopening or www.facebook.com/mozingolake.

For more information please contact:

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