

City of Lawrence
FOR IMMEDIATE RELEASE

Mayor Whitfield Unveils Redesigned Tourism Website for the City of Lawrence

LAWRENCE, IN – Mayor Deb Whitfield proudly announced today the re-launch of **VisitLawrenceIndiana.com**, the city’s tourism website. The redesigned site highlights Lawrence's vibrant culture, rich history, and unique neighborhoods while introducing new features to connect residents and visitors to everything the city has to offer.

A key addition is the **Neighborhoods** section, spotlighting eight distinct areas recently recognized by the Lawrence Common Council in a 2024 resolution. These neighborhoods—**Oaklandon, Fort Ben, Indian Lake, Lanesville, The Pike, Sunnyside, Geist’s Edge, and The Ridge**—each have their own identity and story to share.

The site includes a detailed map outlining neighborhood boundaries, allowing users to explore each area’s history, attractions, and local businesses. Additionally, new logos strengthen neighborhood identities while fostering a unified Lawrence.

“**VisitLawrenceIndiana.com** is more than just a tourism website—it’s a celebration of our city’s unique identity and a resource to inspire pride, connection, and growth,” said Mayor Deb Whitfield. “This website reflects my vision for a unified Lawrence, where every neighborhood has its own distinct voice and place within our thriving community.”

Visitors to the redesigned website will find easy navigation and expanded content, including:

- **Things to Do:** Explore Lawrence’s restaurants, attractions, Fort Harrison State Park, city parks, and outdoor activities like golf and trails.
- **Events:** Stay updated with a city event calendar, learn about the Fort Ben Farmer’s Market, find sponsorship opportunities, or plan your own event in Lawrence.
- **Stay:** Discover hotels, rent a bike with Tour Lawrence, or navigate the area with resources like the IndyGo Purple Line.
- **Live:** Learn why Lawrence is a great place to call home, with guides to neighborhoods, schools, and community resources.

This launch reinforces Lawrence’s commitment to promoting quality of life and economic growth, helping residents and visitors feel more connected to the city’s neighborhoods, culture, and history.

Explore the new **VisitLawrenceIndiana.com** starting **January 23, 2025**.

About the City of Lawrence

Located just northeast of Indianapolis, the City of Lawrence is a vibrant and diverse community known for its historic charm, scenic parks, and thriving neighborhoods. With a

commitment to fostering community pride and economic growth, Lawrence is an exceptional place to live, work, and visit.

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