FOR IMMEDIATE RELEASE
Feb. 11, 2014

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Heritage Tourism Summit Coming to El Paso
'A sector that merits major investment'

Heritage Tourism can be a major economic driver, as well as an educational and cultural resource for the community. The upcoming El Paso Heritage Tourism Summit is an opportunity for the community to learn about and promote El Paso’s diverse cultural identity and rich history. The Summit’s 12 sessions are designed to help participants learn more about our many tourist attractions, how to better welcome and serve the visitors and increase collaboration between organizations and individuals working to enhance our amazing historic treasures.

The El Paso Heritage Tourism Summit is organized and sponsored by the Office of State Senator José Rodríguez, El Paso Heritage Alliance, El Paso History Radio Show, El Paso County Historical Commission, and Visit El Paso.

"The Texas mystique is a powerful magnet that draws visitors from all over the world. El Paso plays a huge role in that story," said Rodríguez. "Through this collaboration, together we have taken a giant leap forward on capitalizing on our rich heritage."

Tomorrow, Senator Rodríguez will join Bernie Sargent, Chair of the El Paso County Historical Commission and Jackson Polk, Host of the El Paso History Radio Show, to discuss the summit.

- WHO: Senator José Rodríguez; Visit El Paso Tourism Development Department; Bernie Sargent, Chair of the El Paso County Historical Commission and Jackson Polk, Host of the El Paso History Radio Show.

- WHAT: News Conference announcing the 2014 El Paso Heritage Tourism Summit

- WHEN: 10:30 a.m. tomorrow (Feb. 12, 2014) 10:30am (Media arrival at 10:15am -- please RSVP to kfoster@elpasocvb.com by 9 a.m. Feb. 12)

- WHERE: Downtown Visitor Information Center, 400 W. San Antonio at Durango. (In the Union Plaza Transit Terminal/Parking Garage - Complimentary Parking Available)

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José Rodríguez represents Texas Senate District 29, which includes the counties of El Paso, Hudspeth, Culberson, Jeff Davis and Presidio. He represents both urban and rural, and more than 350 miles of Texas-Mexico border. Senator Rodriguez was elected in 2010; he is Vice Chairman of the Jurisprudence Committee and is a member of the Criminal Justice, Veterans Affairs and Military Installations, and Government Organization committees.

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