

PRESS ! RELEASE

FOR IMMEDIATE RELEASE
May 7, 2009

CONTACTS: Dineen Mansfield, 512.475.1576
Sarah Tober, 512.936.2399

TEXAS HISTORICAL COMMISSION UNVEILS ITS NEWEST HERITAGE TRAVEL GUIDE

MIDLAND, Texas — The frontier spirit of the Big Sky Country and Texas mystique await travelers in the Texas Historical Commission's (THC) latest travel guide, the *Texas Pecos Trail Region*, unveiled today, May 7, in Midland.

"The brochure is a road map and a history lesson all in one, transporting tourists back in time for a taste of what life in West Texas was once like," said Dr. Terry Colley, Deputy Executive Director of the THC. "It tells the story of this heritage region, its colorful cultures and the people who embraced the Wild West."

Begin your adventure at a desert oasis at Balmorhea State Park, home to the world's largest spring-fed swimming pool and wind your way along the U.S.-Mexico and jam to the massive wattage of border radio. Along the way travelers will be treated to intriguing Native American rock art, tall tales of pistol-packing judges, an ecological transition zone and dynamic museums. Get to the heart of the state's oil production at the Permian Basin Petroleum Museum then continue on to Sandhills State Park to slide across white, glistening sands and wind sculpted dunes.

The *Texas Pecos Trail Region* travel guide tours 22 counties including Andrews, Crane, Crockett, Ector, Edwards, Glasscock, Kimble, Kinney, Loving, Martin, Maverick, Midland, Pecos, Reagan, Reeves, Sterling, Sutton, Terrell, Upton, Val Verde, Ward and Winkler.

This is the THC's ninth regional travel guide that features historical and cultural treasures across the state. The regional guides are products of the THC's award-winning heritage tourism initiative, the

Texas Heritage Trails Program, which encourages people to get out and rediscover the state's historic and cultural wonders. This successful program increases tourism at cultural and heritage sites in regions across Texas and revitalizes local economies through regional tourism development and marketing. The program also stresses the importance of historic preservation to tourism and fosters effective local leadership.

Bring your passion for the past and discover the Texas Pecos Trail Region. For a free Texas Pecos Trail Region brochure or other heritage trail guides please call 866.276.6219 or visit www.thc.state.tx.us. For additional information on Texas travel events and vacation destinations visit www.TravelTex.com or for a free Texas State Travel Guide call 800.8888.TEX.

www.thc.state.tx.us