



For Immediate Release: September 13, 2019

Contact: Kathy Lucas, Public Information Officer
 903-457-3116
 klucas@ci.greenville.tx.us

PRESS RELEASE; Greenville to be featured as a “Destination Days” city on October 1, at Texas Heritage Travel booth during State Fair of Texas.

DALLAS — Over 24 days of the State Fair of Texas, Sept. 27–Oct. 20, 2019, more than 2 million visitors (2018 figures, at <https://bigtex.com/about-us/daily-attendance/>) will attend from within and outside Texas.

Greenville’s “Destination Day” is October 1, from 10 a.m. to 6 p.m. Greenville’s community banner and promotional literature will be on focus display that day, enhancing the statewide presence throughout the large booth.

And volunteers from Greenville will be there to greet them for one of those days, highlighting the events and attractions that make our community special. Volunteers will help staff the Texas Heritage Travel booth in the historic GoTexan Pavilion, next to the State Fair Wine Garden and close to the Cotton Bowl.

Residents of Greenville and Hunt County will also be encouraged to come to Dallas and attend the Fair on that day. Tickets are available at bigtex.com/info/tickets, providing general admission and access to all Fair exhibits and free shows. A discount coupon is available online.

“We are thrilled to showcase Greenville as a focus destination at the State Fair this year,” said Jill Campbell Jordan executive director of the Texas Lakes Trail Region. “The Fair is an amazing place to visit, and we look forward to sharing information with travelers from all over the world who come to enjoy it.”

The Texas Heritage Travel booth is the only statewide travel exhibitor at the Fair, where it has participated annually for more than a decade. Staffed by Texas Heritage Trail Regions personnel and partners, the booth operates as a miniature visitor center, displaying banners and information

-MORE-

-CONT.-

about all ten of the state's Heritage Trail Regions and distributing nearly two tons of free brochures, visitor guides, maps, and community-branded items throughout the duration of the Fair.

The Texas Heritage Trail Regions are an award-winning heritage tourism initiative of the Texas Historical Commission, serving the state since the program's founding in 1968 as the Texas Travel Trails, and serving every county of Texas since 1998.

For more information on the Texas Heritage Trails, the Texas Heritage Travel booth at the State Fair, and Destination Days 2019, contact Melissa Hagins, Texas Pecos Trail director, at 432-212-5910 or info@TexasPecosTrail.com.