



Where past and present are perfect neighbors

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**Bring Your Boots Darlin', We're Going to Victoria**  
*Victoria Convention & Visitors Bureau Unveils new City Jingle*

Victoria, TX, May 20, 2010 — The Victoria Convention & Visitors Bureau is unveiling an exciting new jingle about Victoria, Texas. The song, “Bring Your Boots Darlin', We're Going to Victoria” is a lively and fun song that celebrates all the entertainment and attractions Victoria has to offer.

The Victoria CVB created a song about Victoria that residents would love; visitors would sing around town and would continue to drive the boots message to all who listen. The song's lyrics describe attractions in Victoria and the melody focuses on keeping with the brand essence, “True Texas Kinship.” Listen carefully, and you'll hear Texan and Spanish influences in the instruments and arrangements.

“We are very excited about this jingle. We wanted to create a jingle that was catchy, but also wanted a song that sounded like Victoria. Victoria deserves to have a song that is fun, inviting and lively because this city is all those things,” said Bridgette Bise, Executive Director for the Victoria CVB.

The jingle debuts next week in a radio campaign and will continue to run through the week of Memorial Day in Corpus Christi, San Antonio and Houston. The radio spots will continue to drive awareness of Victoria and remind listeners that you can “Bring your boots” to Victoria, celebrating the array of activities and entertainment venues, including a symphony, ballet, theatre, community college, a four-year university, five museums, a zoo and a rich and vibrant history. The Victoria CVB wants Texans to head to Victoria — and bring their boots! For more information: 800-926-5774 or [www.VisitVictoriaTexas.com](http://www.VisitVictoriaTexas.com)

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