



Where past and present are perfect neighbors

Contact:
Bridgette Bise
Executive Director CVB
361-582-4285

Janell McPhail
jetmarketing & advertising
210-355-6613

Bring Your *Victoria* Boot!

Victoria Convention & Visitors Bureau Unveils new City boots by Lucchese Boot Company

Victoria, TX, November 11, 2010 — If you're in De Leon plaza next week, you might hear some ruckus of wheels turning and horseshoes clacking, while the smell of some good 'ole Texas barbeque will fill the air. That's because the Victoria Convention & Visitors Bureau is unveiling the new Victoria boot on Tuesday, November 16th at high noon. Pull up your boot straps, grab the little cowboys/cowgirls and head downtown because the community is invited to see the unveiling of the Victoria boots made in honor of the rich history, great people, and 'boot comfort' the city has to offer!

The Victoria CVB launched the award winning 'Bring Your Boots!™' campaign earlier this year, and has partnered with the Lucchese Boot Company to design a boot for purchase exclusively in Victoria, Texas. The three boot designs will be escorted, Texas Style, via a stage coach drawn by horses, thanks to High Brehm Western Wear, at high noon. City officials and Lucchese Boot Company representatives will be joining in on the celebration, as the day is marked 'Joseph Lucchese Day' by city proclamation.

"The Victoria Boot is the biggest part of this campaign. It brings the campaign full circle and gives the citizens something they can purchase locally to be the 'walking brand' of this great community as well as a great souvenir for visitors to leave the city with. And it only makes sense to partner with Lucchese Boot Company since one of the Lucchese brothers, Joseph Lucchese, made boots here in Victoria at the beginning of the 20th century," said Bridgette Bise, Executive Director for the Victoria CVB.

The three boot designs, for both men and women, will be available at High Brehm Western Wear beginning November 17th, just in time for the holidays. People will be able to choose which design they like best and customize to fit their individual needs. A portion of the proceeds from the sale of the boots will be donated back to an organization in Victoria to be announced at the event on Tuesday.

The Victoria CVB wants Texans to head to Victoria — and bring their boots! For more information: 800-926-5774 or www.VisitVictoriaTexas.com

###