



Where past and present are perfect neighbors

For Immediate Release

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Bring Your Boots!TM and a Texas Sized Vehicle
Victoria Convention & Visitors Bureau Creates Shopping Guide for Visitors

Victoria, TX, May 18, 2010 — The Victoria Convention & Visitors Bureau is developing a new shopping guide for visitors to use while they are in Victoria-- and of course it will feature great shopping adventures to be explored in a pair of boots. The Victoria CVB is requesting unique and boutique shops to contact the CVB office to be considered for the publication.

Tomorrow, Kevin Jordan Photography will be photographing local and regional talent enjoying the friendly, Texas-style shopping Victoria has to offer in their one-of-a-kind pair of boots. The shopping guide's headline will read "Bring Your Boots!TM and a Texas Sized Vehicle" because when visitors come to town, they'll need their boots and a lot of space for all the great shopping finds. The main picture will feature a group of ladies stuffing an SUV with shopping bags. Other pictures taken will feature general shopping in and around the city. The pictures will be used in the guide as well as on the website and in the 2011 Visitor Guide. The Shopping Guide is targeted to grow awareness of the shopping available in the community and will include a map.

"Visitors can enjoy a weekend stay in our hotels, spend the day shopping and the evening dining, dancing or enjoy the wonderful arts & culture night life. There is so much to do in Victoria and we want our visitors to find the unique, friendly shops as easy as possible," said Bridgette Bise, Executive Director of the Victoria Convention & Visitors Bureau.

The guide will be available in June at the lodging facilities around town and will be sent to visitors upon request. The information also will be listed on the Victoria CVB's website at www.visitvictoriatexas.com. If a shopping establishment would like to be considered for the guide, please contact the Victoria CVB office at 582-4285.

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