



Where past and present are perfect neighbors

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**If You're Headed to Victoria, Bring Your Boots!™**

*Victoria, Texas Announces Marketing Campaign to Drive Awareness and Visitor Traffic*

Victoria, TX, April 8, 2010 — The next time you visit Victoria, Texas don't forget your boots. That's what a new marketing campaign, Bring Your Boots!™, launched this week by the Victoria Convention and Visitors Bureau wants you to know. You can wear your boots to do just about anything in Victoria. Its friendly people, historic sites, good food and night life is custom made for any visitor.

"We want people to think of boots when they think of Victoria, Texas. All marketing pieces are designed to drive traffic to our website where people can learn more about Victoria and what there is to do in their boots," said Bridgette Bise, Executive Director for the Victoria CVB.

The new marketing campaign positions Victoria as "Boots City" and the campaign has many "legs" for future development. In 2011, the city will host "Bootfest" an annual festival celebrating boots, fun, music, family and the history. The campaign touts how everything in Victoria can be done in a pair of boots. Dancing, eating, attending arts and culture events, the Texas Zoo, fishing and kayaking on the Guadalupe River. All the activities can be enjoyed in your favorite pair of boots.

The "Bring Your Boots" concept was conceived in December 2009 when a focus group of Victoria residents and business owners unanimously agreed the boots concept made sense for Victoria. Then, CVB took steps to trademark "Bring Your Boots!" Joseph Lucchese, founder of Lucchese boots and internationally renowned custom boot manufacturer and designer who was born in Victoria, agreed to design and manufacture an exclusive Victoria boot for men and women. Many other ideas have developed including Flip cameras for visitors to post what they did in their boots, unique boot prizes for city and plant employees and planters to line the streets of downtown.

The goal is to bring more people to Victoria to discover all the things to do. Few cities the size of Victoria enjoy such an 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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