



FOR IMMEDIATE RELEASE

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Texas Plains Trail Region

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Texas Plains Trail Region encourages visitors to “See 52 in Texas” in 2015 with year-long “Texas Fifty-Two-Step Tour,” a virtual travelogue of 52 Plains and Panhandle counties

LUBBOCK—52 cards in a deck. The B-52 Bomber. The atomic number of tellurium. The number of white keys on a piano. The number of weeks in a year. The number of counties in the Texas Plains Trail Region.

The Texas Plains Trail Region (largest of the ten Heritage Trails Regions of Texas, an award-winning heritage tourism initiative of the Texas Historical Commission) is introducing a year-long campaign to raise awareness of travel opportunities in the Plains and Panhandle.



Billed as “The Texas Fifty-Two-Step Tour,” the campaign revolves around a weekly, fun-and-feature-packed e-newsletter that links to the Texas Heritage Trails’ “Texas Time Travel” website of destinations and regional history. The site, www.TexasTimeTravel.com, is searchable by city, site, theme or event. The mobile-optimized site went live in 2013 for all ten of the state’s

heritage trails regions and is supported by the THC’s statewide campaign of print and online advertising. The tour launched Jan. 7 with Armstrong County and continues each Wednesday.

The social media hashtag for the campaign is #C52NTX — “See 52 in Texas.”

In addition to informational links to the website, the Fifty-Two-Step Tour newsletter will include history-related activities that will roll out throughout the year:

- Weekly profiles of each county, in alphabetical order from Armstrong to Yoakum
- Weekly trivia facts regarding the number 52
- Quizzes with travel-related prizes, including the Texas Fifty-Two-Step deck of custom playing cards, with tourism information for one county on each of the card faces; bumper stickers; car air fresheners; trailer hitches; posters
- Countdown of “52 Things To Do in the Texas Plains Trail Region”
- “Flat ’52 Chevy” downloadable mascot for visitors to print out and use in travel photos
- Regional photo contest
- Audio recording of “On the Texas Plains Trail” folk ballad

For the start of National Travel & Tourism Week, May 2 (another 5/2 connection), the Texas Plains Trail Region will host an event tied in with a classic car club in the region, featuring 1952 model cars and trucks. The organization will participate in promotional tie-ins with classic car shows throughout the year and the Bankhead Highway historical military vehicle convoy in October 2015.

For more information, call Barbara Brannon, TPTR, 806.747.1997 (mobile 806.252.6544).

High-resolution images are downloadable at <http://tinyurl.com/qfxqhd5>