



Texas Fifty-Two-Step TOUR 2015

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 52-COUNTY TEXAS PLAINS TRAIL is the largest of the ten Heritage Trails Regions of Texas, an award-winning heritage tourism initiative of the Texas Historical Commission. We help you discover the real places that tell the real stories of Texas—places you'll want to explore on vacations, road trips, hikes, weekend excursions with your family and friends. • We invite you to join us throughout 2015 for our **Texas Fifty-Two-Step Tour**—every Wednesday online, and in person whenever you're ready to hit the road! Follow along to a different county each week, from Armstrong to Yoakum. Visit us at TexasPlainsTrail.com to plan your adventure by city, site, theme, or event. Watch your e-mail newsletter weekly for fun facts, games, prizes, and travel ideas. • Download our regional travel guide at our website. And we'll see you along the trail!



Focusing on one county every Wednesday beginning Wed., Jan. 7, 2015, and concluding Dec. 30, the virtual tour will encompass the following activities:

- A "Flat 52 Chevy" mascot photo activity—from a color printout downloadable from our website, that visitors can print out and place in their travel photos
- The social media hashtag #C52NTX — "See 52 in Texas • A countdown of "52 Things To Do in the Texas Plains Trail Region" • Weekly trivia fact regarding the number 52 • A regional focus event May 2, 2015 (5/2, get it?) for the start of National Travel & Tourism Week, with advance publicity shared with travel and regional media • Promotional tie-ins with classic car shows throughout the year and the Bankhead Highway convoy in October 2015 • Partnership with car clubs in region, specifically asking them to show their '52 Chevys at regional events • Photo contest • Bumper stickers and car air fresheners with the #C52NTX hashtag and TPTR logo • Promo postcard with vintage artwork, used at all events and distribution points • Recording of "On the Texas Plains Trail" ballad • Texas Fifty-Two-Step Deck of Cards



A WINNING HAND FOR YOUR TEXAS PLAINS TRAIL ADVENTURE
Our **Texas Fifty-Two-Step Deck of Cards** is a sweet deal to help plan your trip. Pre-order yours now—each face summarizes a different county's travel highlights. \$6 per deck, in custom tuck box. Keep a deck in the glove compartment. Or use them in your favorite game of Texas Hold 'Em or Fifty-Two-Card Pickup!

TexasPlainsTrail.com

Big region. Big history. Big fun.

