



For Immediate Release
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Fort Worth Convention & Visitors Bureau Celebrates National Travel and Tourism Week
Free Cliburn Event at Modern Museum of Art; First Ever Front Lawn Concert:
Sunday, May 5 at 3:30PM

FORT WORTH, Texas — In recognition of National Travel and Tourism Week, May 4-12, the Fort Worth Convention and Visitors Bureau (FWCVB) will host a special event in the Cultural District at the Modern Art Museum of Fort Worth on Sunday, May 5th at 3:30pm. The event will celebrate travel, tourism and the rich arts and culture for which Fort Worth is so well known.

Special guest Mayor Betsy Price will welcome the crowd and begin the festivities. The celebration will feature the first-ever concert on the Modern Art Museum front lawn and is free and open to the public.

The FWCVB, along with the State of Texas, regional and local tourism entities will hold events across the nation to champion the power of travel. The celebration at the Modern Art Museum will showcase a sampling of the performing arts and culture in Fort Worth that attract visitors from all over the world. The event will include *free* admission to the Modern Art Museum, *free* Spanish language tours (at 2PM) and a *free* outdoor concert by Cliburn performer, Spencer Myer, celebrating the Fourteenth Van Cliburn International Piano Competition to be held May 24-June 9, 2013.

“Fort Worth offers a one-of-a-kind experience for visitors; it’s the only city in the world where you can see a cattle drive and admire Michelangelo’s first painting just a few miles away,” said Mayor Betsy Price. “We are fortunate to have so many diverse attractions, world-class performing arts organizations and internationally recognized museums all in one city. We constantly strive to enhance the visitor experience and amenities like our new bike share program do just that, making it even easier to enjoy everything our wonderful city has to offer. I am once again proud to celebrate National Tourism Week with the Fort Worth CVB, and acknowledge a \$1.5 billion industry that means so much to Fort Worth.”

“We are proud to join the travel community, hundreds of cities across the nation and the White House in celebrating the immense impact travel and tourism has on our economy,” said Bob Jameson, President and CEO of the FWCVB. “Over 5.5 million visitors come to Fort Worth each year to explore the arts, experience authentic western heritage, our food culture and outdoor events that define Fort Worth as an exciting destination. We are proud to welcome these visitors and look forward to the opportunity to share our city with even more.”

The FWCVB will offer special giveaways at the event such as sunglasses, bandanas and Molly Pins (while supplies last). All ages are welcomed and encouraged to attend.

For more details on National Travel and Tourism Week activities in Fort Worth please visit www.FortWorth.com. While you're there, discover tips on free things to do, girlfriend getaways, culinary delights, culture and outdoor fun in Fort Worth. Sign up to receive our monthly newsletter and occasional sweepstakes offers.

About National Travel & Tourism Week The first full week of May is annually recognized as Travel and Tourism Week, a tradition first celebrated in 1984. It was established as National Tourism Week when the U.S. Congress passed a joint resolution in 1983 designating the week to be celebrated in May.

About the Fort Worth Convention & Visitors Bureau The FWCVB is the official destination marketing organization of the 16th-largest city in the United States. The organization is dedicated to promoting Fort Worth as a premier business and leisure destination, with thriving centers of culture and commerce. For more information, visit www.FortWorth.com.

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Additional Fort Worth Events in Celebration of Texas Travel and Tourism Week: May 4 – 12, 2013

1. **Reata Restaurant-** Monday, May 6th Reata will offer \$5.00 Frogarita's all day long. Mention "*Fort Worth CVB Travel & Tourism week*" when you order to redeem the special offer.
310 Houston St. Fort Worth, TX www.reata.net
2. **Sid Richardson Museum-** Saturday, May 11th, 1pm- Free docent-led tours of paintings of the *Old West* by Frederic Remington and Charles Russell. 2pm- Free monologue presentation of "For Love of Russell." 309 Main St. Fort Worth, TX www.sidrichardsonmuseum.org
3. **Fort Worth Museum Science and History-** Public Knowledge at Magnolia Motor Lounge, Tuesday, May 7th at 7pm. Free to ages 21 and up. The topic of discussion will be Elvis; the Elvis exhibit opens May 25th at the Fort Worth Museum of Science and History. Live Oak Music Lounge: 3005 Martin St. St. Fort Worth, TX <http://www.fwmuseum.org/public-knowledge>
4. **National Multicultural Western Heritage Museum** –Saturday, May 4th enjoy free admission to the museum. An exhibit featuring the 2006 Hall of Fame Inductees will be the featured exhibit. Visitors will be able to visit the Hall of Fame that contains artifacts and information about past inductees, as well as learn about the 2012 and 2013 Hall of Fame Inductees that will be honored during the 2013 National Day of the American Cowboy Celebration (July 26-28, 2013). NMWHM has exhibits that feature the Texas Buffalo Soldiers and the Tuskegee Airmen, as well as frontier families and rodeo champions. For additional information please visit www.cowboysofcolor.org, email info@cowboysofcolor.org or call NMWHM founder and executive director Gloria Austin (817) 534-8801. 3400 Mount Vernon Avenue, Fort Worth, TX
5. **Vee Lounge-** Enjoy a free appetizer redeemable between 3pm- 6pm, Tuesday May 7th through Saturday, May 12th. Limit one per visit. Mention "*Fort Worth CVB Travel & Tourism week*" when you order to redeem the special offer. 500 Taylor St. Fort Worth, TX www.veelounge.com