



TEXAS
PBS

www.texaspbs.org

CONTACT

Amy Redmond

512-808-5518

aredmond@texaspbs.org

FOR IMMEDIATE RELEASE

Texas PBS teams up with Midland Convention and Visitor's Bureau on a new push to drive summer visitors to Midland

Three Texas PBS stations have teamed up with the Midland Convention and Visitor's Bureau (Midland CVB) to drive summer visitors to Midland. The new campaign designed by the Midland CVB features many of Midland's tourist destinations from the home of George W. Bush to golf vacations to some of the great restaurants and shopping areas. The sponsor message encourages viewers to "feel the energy" that's Midland.

The 30-second sponsorship message conveys the energy vibrancy of Midland to the PBS audience. The campaign was designed to help showcase that unique personality of Midland: forward-thinking, hospitable, energetic, innovative, and un-stoppable.

"In Midland, travel creates more than \$551 million in total direct spending, generates 3,620 jobs, and \$36.3 million in state and local tax receipts," said Midland CVB Tourism and Public Relations Manager Brenda Kissko. "This is an important diversification for our economy."

Pairing the efforts to draw new visitors with the unique PBS audience will bring even more educated and affluent Texans to Midland. The Midland sponsorship helps PBS stations bring the great educational and entertaining programs that are found on PBS stations on shows such as *Antiques Roadshow* and how-to programs such as Stephen Raichlen's *Primal Grill*.

"We know that Texans and particularly Texas PBS viewers love to travel to other Texas communities," said Kierstan Schwab, executive director of Texas PBS. "Pairing the Midland CVB with the PBS audience is a great partnership for both of us."

Across Texas, travel employs a diverse workforce, from airline and hotel employees, to restaurant, attraction and retail workers, as well as supports employees in other industry sectors such as construction, manufacturing and finance.

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About Midland Convention and Visitor's Bureau

The mission of the Midland Convention & Visitors Bureau is to encourage economic growth by developing, promoting, enhancing and supporting Midland as a vibrant visitor destination.

For more information on the Midland Convention & Visitors Bureau or to request a free Midland Experience Guide and Map, call [\(800\) 624-6435](tel:8006246435) or visit www.visitmidlandtexas.com/Guides-and-Brochures.

About Texas PBS

The mission of Texas PBS is to build a vibrant public broadcasting platform throughout Texas by:

- Cultivating financial resources for local affiliates,
- Spearheading collaborations among stations,
- Illuminating public issues through relevant program content, and
- Advocating for policies that support robust public media.

For more information about Texas PBS go to: www.texaspbs.org.

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