



Media Contact:

Ceela McElveny/Visit Albuquerque

Office: (505) 222-4320

McElveny@VisitABQ.org

Visit Albuquerque Launches #TrueABQ Challenge

Organization creates campaign to encourage locals to rediscover the city

ALBUQUERQUE, N.M. – (Jan. 5, 2021) – Visit Albuquerque, the city’s Destination Marketing Organization (DMO), announces the launch of the [#TrueABQ Challenge](#) — a campaign designed to inspire and encourage residents to rediscover Albuquerque while simultaneously supporting the city’s small businesses community.

Participants who complete the #TrueABQ Challenge will be entered into a random drawing for a free hot air balloon ride for the winner and one guest, courtesy of [Rainbow Ryders Hot Air Balloon Co.](#)

The challenge will run through Sunday, Feb. 28, and the winner will be announced on Monday, March 8. Participants must complete one activity per category within the #TrueABQ Challenge [checklist](#) – with topics ranging from outdoors to food to shopping – upload at least one photo completing an item on the checklist to <https://upload.crowdriff.com/trueabq-challenge>, and complete the entry form on [VisitABQ.org](#). They may also optionally share photos on social media using the hashtag #TrueABQChallenge.

“We’re excited to begin 2021 with a fun and locally focused initiative,” said Tania Armenta, President & CEO of Visit Albuquerque. “This challenge is a great way for locals to rediscover their love of Albuquerque while also supporting the one-of-a-kind businesses that make our city so unique,” said Armenta. “We can’t wait to see the photos of our residents getting out and enjoying Albuquerque and showing love to our small businesses.”

About Visit Albuquerque

Visit Albuquerque is an accredited destination marketing organization (DMO), and a private, not-for-profit organization [501(c)(6)]. The mission of Visit Albuquerque is to stimulate economic growth by marketing Albuquerque as a convention, sports and visitor destination. For more information, go to www.VisitABQ.org.

###