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NATIONAL TRUST FOR HISTORIC PRESERVATION



HERITAGE TOURISM PROGRAM

Best Western and National Trust Partner for Kids

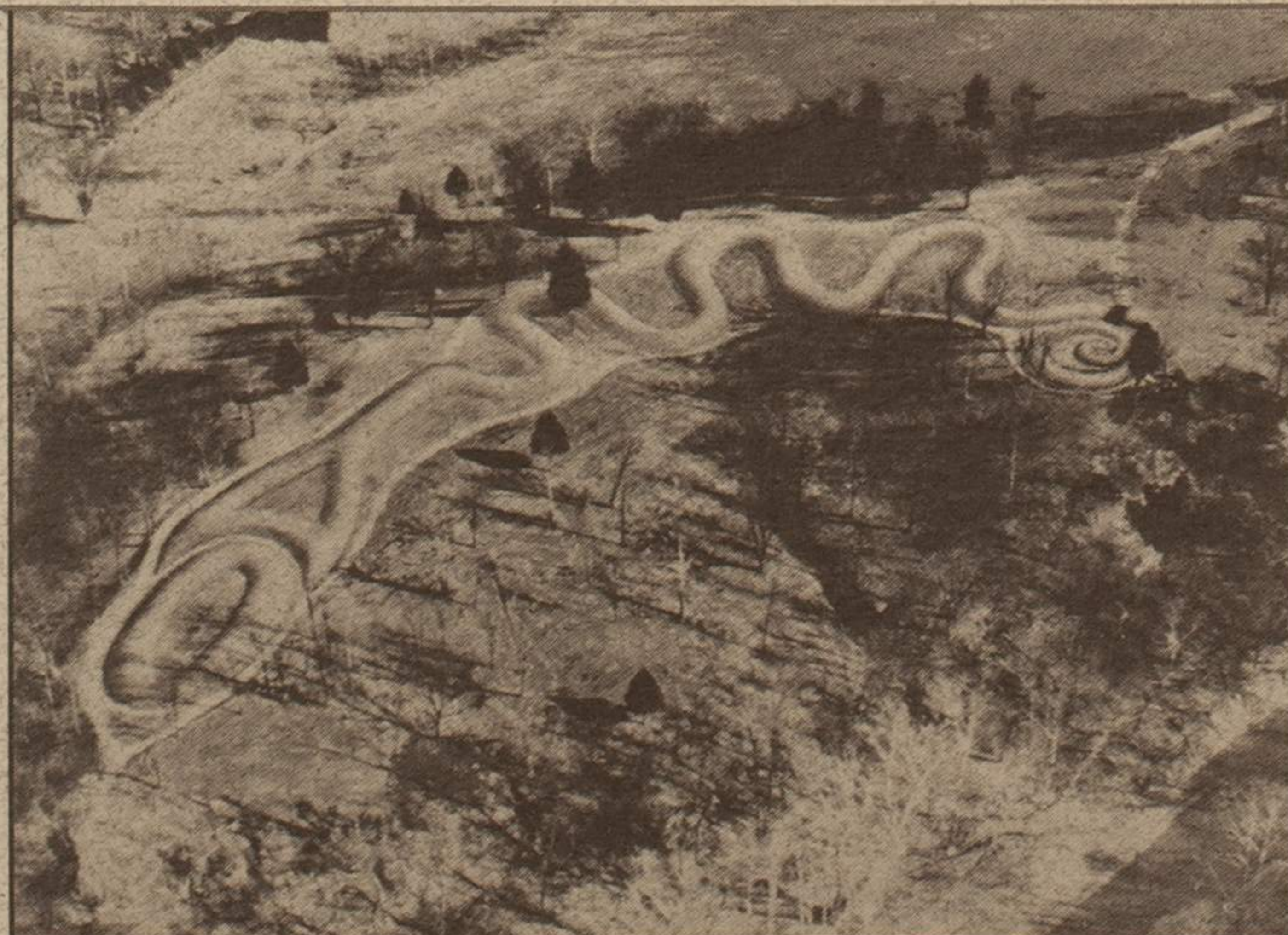
Best Western International, the world's largest hotel chain with over 1900 properties in North America, has joined with the National Trust to produce a heritage education/tourism program for kids. Heritage cards, printed to replicate baseball cards, will be part of the Best Western Young Traveler's Club Adventure Packs presented to kids who check into Best Western hotels in the United States and Canada. The National Trust is providing the information for each card, one to be printed for each state, the District of Columbia, Puerto Rico and U.S. Virgin Islands. Heritage Canada is providing the information on sites in each Canadian province.

"A packet of 10 cards will be given, along with other gifts, to encourage learning and travel," said Tom Bogart, Director of Worldwide Marketing Plans & Programs, Best Western International. "These are the travelers of tomorrow," he continued. These kids also impact family decisions regarding travel and their attitudes toward historic sites. "It's our chance to make history fun, and share facts about unique

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Serpent Mound State Memorial, located above Brush Creek, Ohio is listed on the National Trust's 11 Most Endangered List but will also represent Ohio in the Best Western Heritage card program. Photo: Ohio Historical Society

sites with kids in an entertaining and informative way," says Vin Cipolla, Vice President for Communications and Membership for the National Trust. Each member of the Young Traveler's Club, an estimated 20,000 kids in the U.S., will receive information about the National Trust as an opportunity to introduce them to preservation. "We want to start getting kids more aware of how important it is to take care of our heritage so that when they become adults these special places will be around for them to revisit," Cipolla continued.

The National Trust Heritage Tourism staff and Heritage Canada are working closely with GSAmerica, Inc., the Memphis-based promotion company hired by Best Western, Inc. to launch this new program late spring.