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**THE HENRY FORD
JOINS U.S. CULTURAL & HERITAGE TOURISM MARKETING COUNCIL
AS CHARTER SUSTAINING PARTNER**

The U.S. Cultural & Heritage Tourism Marketing Council announces that The Henry Ford of Dearborn, Michigan has joined the organization as a Charter Sustaining Partner and as a member of the Board of Directors. In announcing this partnership, Sheila Armstrong, Executive Director of the USCHT Marketing Council said, “We are especially proud to have The Henry Ford as a Charter Sustaining Partners and pleased to have their participation on our Board of Directors. Their collections represent a wealth of America’s History and their attractions bring it to life in a very meaningful way. Plus, the President of The Henry Ford, Patricia Mooradian, has played an active and meaningful role in our initiative from the beginning including serving on the Advisory Board for the U.S. Cultural & Heritage Tourism Summit and as a continuing member of the Advisory Board as we’ve moved forward in the establishment of the U.S. Cultural & Heritage Tourism Marketing Council.”

The Henry Ford’s mission is to provide unique educational experiences based on authentic objects, stories, and lives from America's traditions of ingenuity, resourcefulness and innovation. “We strive to inspire people to learn from our country’s traditions to help shape a better future,” said Patricia Mooradian, President of THF. “As a

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Charter Sustaining Partner of the USCHT Marketing Council, we welcome the opportunity to play an expanded leadership role in promoting our country's collective cultural and heritage tourism."

The Henry Ford joins the other Charter Sustaining Member of the U.S. Cultural & Heritage Tourism Marketing Council's Advisory Board of Directors: the US Department of Commerce/Office of Travel & Tourism Industries, California Travel & Tourism Commission, the Greater Philadelphia Tourism Marketing Corporation, NYC & Company, VISIT FLORIDA, The Museum Store Association and Shop America Alliance.

The U.S. Cultural and Heritage Tourism Marketing Council was formed as a direct outcome of the U.S. Cultural and Heritage Tourism Summit held in Washington, DC in October 2005. The primary purpose of this travel trade association is to package, market and sell U.S. Cultural and Heritage Tourism experiences to travelers from throughout the USA and around the world. The Marketing Council represents leading U.S. Tourism Destinations, attractions and travel partners engaged in marketing U.S. Cultural and Heritage. The Board of Directors purpose is to contribute leadership on a national level to the organization's marketing initiatives to drive cultural and heritage tourism throughout the country.

For more information about The Henry Ford, visit www.TheHenryFord.org or call The Henry Ford Call Center at 313.982.6001.

For additional information about the U.S. Cultural & Heritage Tourism Marketing Council visit www.uscht.com or call (843) 341-6392. To view the Culture Tours and More Packages, visit www.culturetoursandmore.com.

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