



For Immediate Release

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**THE U.S. CULTURAL & HERITAGE TOURISM MARKETING COUNCIL
ANNOUNCES THREE NEW PARTNERS:**

- **GREATER PHILADELPHIA TOURISM MARKETING CORPORATION OF PHILADELPHIA, PENNSYLVANIA**
- **THE HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE AND VISITORS & CONVENTION BUREAU OF HILTON HEAD ISLAND, SOUTH CAROLINA**
- **THE HENRY FORD OF DEARBORN, MICHIGAN**

The U.S. Cultural & Heritage Tourism Marketing Council announces that the Greater Philadelphia Tourism Marketing Corporation of Philadelphia, Pennsylvania, The Hilton Head Island-Bluffton Chamber of Commerce and Visitors & Convention Bureau of South Carolina and The Henry Ford of Dearborn, Michigan have joined as partners of the organization. In announcing these new partnership, Sheila Armstrong, Executive Director of the USCHT Marketing Council said, “These three visitor destinations each address the cultural and heritage interests of visitors in unique, educational and entertaining ways. We are looking forward to working with each of them in packaging and promoting their rich cultural and heritage assets.”

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The Greater Philadelphia Tourism Marketing Corporation (GPTMC)

The Greater Philadelphia Tourism Marketing Corporation (GPTMC) purpose is to position Philadelphia and The Countryside® as a premier destination through marketing and image building that increases business and promotes the region’s vitality. Meryl Levitz, President and CEO of the GPTMC said of the partnership with the USCHT Marketing Council, “As a Charter Sustaining Partner of the USCHT Marketing Council, we welcome the opportunity to play a leadership role in promoting our country’s collective cultural and heritage tourism treasures by serving on this organization’s Board of Directors. The key to building the economic engine of tourism is partnership – increasing visitor spending by bringing together groups with similar interests to develop promotional programs to reach high-yield markets. Partnerships with the hospitality community, arts and cultural institutions, restaurants and county visitor bureaus are vital to the success of the tourism industry. Our partnership with the Cultural and Heritage Tourism Marketing Council will bring an even greater opportunity for us to expand our own cultural and heritage tourism marketing initiative with the innovative “Cultural Tours and More” packages we are developing and marketing with them.”

For more information about the Greater Philadelphia Tourism Marketing Corporation and travel to Philadelphia, visit www.gophila.com or call the Independence Visitor Center, located in Independence National Historical Park, at (800) 537-7676.

Hilton Head Island-Bluffton Chamber of Commerce and Visitor and Convention Bureau

Located in the Lowcountry of South Carolina, the HHI-Bluffton Chamber of Commerce and Visitor & Convention Bureau markets Hilton Head Island, Bluffton, Hardeeville and Daufuskie Island. The region enjoys a reputation for its world renowned golf, tennis and beaches; however, the area also boasts a flourishing cultural community of fine art, music and theatrical venues with a colorful history captured in its museums and tours.

Susan Thomas, Vice President of the HHI’s Chamber of Commerce Visitor & Convention Bureau said, “Becoming a partner with the USCHT Marketing Council brings added value to our members in our marketing strategy to attract visitors to our area, showcasing the

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cultural and heritage that is uniquely Lowcountry in its style and offerings. This partnership will expand our reach to additional markets and reinforce our position as a destination rich in a broad expanse of vacation experiences.”

For more information about the Hilton Head region and travel to the area, visit www.hiltonheadisland.org/chamber-of-commerce or phone 800-525-3373.

The Henry Ford

With a rich and diverse offering of exhibits, demonstrations, programs and reenactments, The Henry Ford, in Dearborn, Michigan is America’s premier history destination. Presenting tradition and celebrating innovation, it honors and shares the personal experiences of ordinary and extraordinary individuals such as Henry Ford, Thomas Edison, Rosa Parks, Abraham Lincoln, Martin Luther King, the Wright brothers and others. With five distinct attractions—Henry Ford Museum, Greenfield Village, the Ford Rouge Factory Tour, The Henry Ford IMAX Theatre and the Benson Ford Research Center—visitors of all ages can discover and explore the richness of America’s heritage.

“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. “We welcome the opportunity to play an expanded leadership role in promoting our country’s collective cultural and heritage.”

The U.S. Cultural & Heritage Tourism Marketing Council

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 US.

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Cultural and Heritage Tourism experiences both nationally and internationally. The Marketing Council represents leading U.S. Tourism Destinations, attractions and travel partners engaged in marketing U.S. Cultural and Heritage to travelers from throughout the USA and around the world. Founding partners in this organization include the US Department of Commerce/Office of Travel & Tourism Industries, California Travel & Tourism Commission, NYC & Company, VISIT FLORIDA, The Museum Store Association, The Henry Ford, the Greater Philadelphia Tourism Marketing Council and Shop America Alliance.

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

Photos Available Upon Request