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CONTACT: Jennifer Stein, (623) 930.2958  
Public Relations Office

## **NEW ENHANCEMENT TO GLENDALE ENTRYWAY SPOTLIGHTS CITY'S CULTURAL TOURISM AMENITIES**

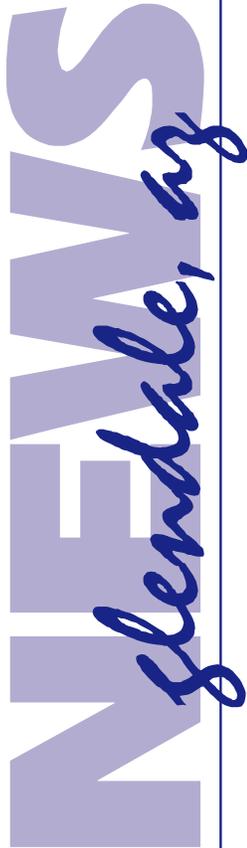
**GLENDALE, Ariz.** – Glendale continues to attract tourists from all over the country to the city's 100-year-old downtown with new cultural tourism efforts highlighted by the city's Historic Preservation Program.

According to statistics from the Travel Industry Association of America, tourists include at least one historic activity in their plans while traveling.

Knowing how important this is for tourism, the city is capitalizing on a new historic initiative, known as the Myrtle Avenue Cultural Gateway, which is the latest renovation to complete the preservation of this area. The project will break ground soon with a scheduled completion for September 2011. The city has been restoring the area at Grand and Myrtle avenues since 2006. This most recent update involves exterior and interior restoration of both the adobe house and service station, including roof repair, new windows and doors. Downtown's 1935 Morcomb Adobe House and 1930 service station will look like it once did in its earlier days, providing lasting evidence of Glendale's heritage and history, while enhancing the area.

The renovation project will be funded by a grant from the U.S. Department of Interior.

Another great historical preservation program that is gaining momentum is Glendale's Bronze Plaque Program. Numerous plaques on some of the city's historic buildings have helped familiarize residents and visitors with treasured



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City of Glendale  
5850 W. Glendale Ave.  
Glendale, AZ 85301  
(623) 930-2960  
[www.glendaleaz.com](http://www.glendaleaz.com)

historic places. Approximately 200 bronze plaques, funded by grants from the city's Planning Department, have been installed throughout Historic Downtown Glendale.

“Glendale is reaping the benefits of tourists who are interested in the history and culture of our city because research shows people who visit a community for its cultural amenities tend to stay longer and spend more money than a leisure traveler,” said Lorraine Pino, tourism manager with Glendale Convention and Visitors Bureau. “Many tourists who reach out to us are interested in learning more about the history of Glendale and appreciate the connection to the past.”

Ongoing programs such as the walking historic tours and the 2012 Historic Catlin Court Home Tour are also available for residents and visitors to take advantage of. All of this information can be found on the recently revamped historical preservation website at [www.glendaleaz.com/historicpreservation](http://www.glendaleaz.com/historicpreservation), which features additional mapping, updated plans and digital photographs of historic properties. In 2010, the website was one of the most viewed web pages on the city's website. Another unique element is the “Glendale's Memory Project” that showcases interviews with residents sharing their historic memories of Glendale.

For more information on this project and historical facts about Glendale, visit [www.glendaleaz.com](http://www.glendaleaz.com) or call 623.930.4500.

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