



Waco Convention & Visitors Bureau
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WACO FEATURED IN *TEXAS MONTHLY* MAGAZINE!

The Waco Convention & Visitors Bureau (CVB) is pleased to announce that Waco has a 6-page section in the June issue of *Texas Monthly* magazine. The CVB is continually seeking and negotiating cost-effective opportunities to promote Waco as a destination. The Marketing Department of the CVB worked with *Texas Monthly* to obtain the editorial, and negotiated special rates for Waco's tourism partners to supplement the editorial through paid ads.

The section about Waco included information on attractions such as the Cameron Park Zoo, the Mayborn Museum Complex, and the Dr Pepper Museum, as well as the Cameron Park Centennial Calendar of Events listing. The section also had ads from tourism entities like the Croft Art Gallery, Waco Mammoth Site, and Cottonwood Creek Golf Course. *Texas Monthly* is touted as the indispensable authority on the Texas scene, covering music, the arts, travel, restaurants, museums, and cultural events with its insightful recommendations.

"We are very excited to have Waco featured in such a prominent publication as *Texas Monthly*," stated Elizabeth A. Taylor, Director for the Waco CVB. "It is feature sections like this that helps others realize how much there is to see and do in Waco!"