



Santa Cruz Valley HERITAGE ALLIANCE

FOR IMMEDIATE RELEASE

DATE: April 10, 2007

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GRIJALVA AND GIFFORDS ANNOUNCE LEGISLATION TO PROTECT THE CULTURAL AND NATURAL HERITAGE OF THE SANTA CRUZ VALLEY Legislation Will Designate National Heritage Area, Promote Heritage Tourism

TUCSON, AZ - The Santa Cruz Valley Heritage Alliance applauds Congressman Raúl M. Grijalva and Congresswoman Gabrielle Giffords for announcing they will introduce legislation to designate the Santa Cruz Valley as a National Heritage Area. National Heritage Areas are defined by Congress as places where natural, cultural, historic, and recreational resources come together to form a landscape that is nationally distinctive.

Jonathan Mabry, Chairman of the Board of Directors for the Heritage Alliance, explains that, "this concept is about heritage-based economic development -- preserving and showcasing our heritage assets to generate new jobs, business incomes, tax revenues, and investment opportunities, with the heritage area operating like a voluntary enterprise zone, and property rights being unaffected."

The Santa Cruz Valley National Heritage Area legislation, expected to be introduced in the U.S. House of Representatives next week, identifies the Santa Cruz Valley Heritage Alliance as the management entity for the proposed National Heritage Area. The Heritage Alliance, a non-profit organization, will assist residents, government agencies, non-profit groups and private partners to collaboratively plan and implement programs and projects that recognize, preserve and celebrate the defining places, landscapes, and cultural traditions of the Santa Cruz Valley.

Paula Schaper, President of the Santa Cruz Valley Heritage Alliance, says that "obtaining congressional designation is an opportunity for us to promote and celebrate the rich, diverse cultural heritage and the inspiring natural wonders of the Santa Cruz Valley. This cultural and natural heritage is what defines our sense of place."

"The National Heritage Area," explains Mabry, "is also about connecting residents to the place they live, teaching school kids about the area where they're growing up, and guiding visitors to the unique heritage experiences of this region."

The Santa Cruz Valley Heritage Alliance is a non-profit 501 (c) 3 organization whose mission is to connect people to the cultural, historic, and natural treasures of the Santa Cruz Valley through education, preservation and promotion of its unique resources. For more information visit www.santacruzheritage.org.

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