

**NEWS RELEASE**

FOR IMMEDIATE RELEASE FOR MORE INFORMATION:

[DATE] [Insert your information here:

Local Project Director, Title and Organization

Phone Number and Email

Website]

**Presentation Focuses on How Tourism Can Help Rural Communities Thrive**

[Community Name] – [Organization Name] in [Community Name] will host “A Boomerang’s Approach to Reimagining Rural Tourism,” a presentation and discussion by Julie Roller Weeks on [Date] at [Time] at [Location and Address of Presentation]. Members of the community are invited to attend the free program. Contact the [Host Organization Name] at [Phone Number] for more information. The program is made possible by Humanities Kansas

[List any details about local event here]

In this presentation, hear firsthand how rural communities can share their stories to attract new visitors and help current residents see their hometown with a fresh perspective.

“Every town, regardless of its size and location, has something to offer,” shares Roller Weeks.” “I’m excited to partner with Humanities Kansas to celebrate rural tourism and share new marketing strategies to strengthen our communities.”

Julie Roller Weeks is the Director of the Abilene Convention and Visitors Bureau.

“A Boomerang’s Approach to Reimagining Rural Tourism” is part of Humanities Kansas's *Crossroads* Conversations Catalog, featuring presentations, discussions, and workshops designed to spark conversations in the Sunflower State.

This program is part of the *Crossroads: Change in Rural America* initiative anchored by the

Smithsonian Institution traveling exhibition of the same name. *Crossroads* promotes fresh thinking about the history, culture, and future of Kansas.

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For more information about “A Boomerang’s Approach to Reimagining Rural Tourism” in [Community] contact the [Host Organization] at [Phone Number] or visit [Website].

**About Humanities Kansas**

Humanities Kansas is an independent nonprofit spearheading a movement of ideas to empower the people of Kansas to strengthen their communities and our democracy. Since 1972, our pioneering programming, grants, and partnerships have documented and shared stories to spark conversations and generate insights. Together with our partners and supporters, we inspire all Kansans to draw on history, literature, ethics, and culture to enrich their lives and serve the communities and state we all proudly call home. Visit humanitieskansas.org.

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