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**ARIZONA TOURISM ALLIANCE LAUNCHES AD THANKING CONGRESSWOMAN GIFFORDS
FOR CONSERVATION EFFORTS AND TOURISM SUPPORT**

TUCSON (August 25, 2010) – The Arizona Tourism Alliance ([ATA](#)) launched a new ad campaign this week that recognizes [U.S. Rep. Gabrielle Giffords](#) for her efforts to protect the state’s natural resources and support the tourism industry.

The 10-day media schedule features [television ads](#) that tout Giffords’ steadfast support of Arizona’s tourism industry by voting to protect wilderness and create new parks, thereby preserving and providing countless jobs and much needed tax revenues for our state, city and county budgets.

This is not the first time the congresswoman has taken a stand for statewide tourism businesses and employees. During the recent call for boycotts, that had devastating effects with losses in the tens of millions of dollars to our state, Giffords reached out to tourism industry leaders and assisted in personally writing more than 50 letters to those companies, associations, municipalities and organizations participating in the boycotts - urging them not to punish innocent and hard-working Arizona families.

“The Arizona Tourism Alliance is proud to have Congresswoman Giffords as a champion for our state,” said ATA President & CEO, Debbie Johnson. “We are honored to have the opportunity to publicly acknowledge and thank the congresswoman for her continued support of Arizona’s tourism industry, which provides thousands of jobs throughout our state, attracts millions of visitors from around the world and generates billions of dollars in local, state and federal tax revenues.”

The television ads are scheduled to run through September 3 at various times in the Tucson and Southern Arizona regions on cable channels including: CNN, MSNBC, HGTV, TNT, TBS, ESPN, AMC, USA, Food, and more.

Since 1996, the Arizona Tourism Alliance, along with its partners, has been a strong voice of Arizona tourism and has represented the broad interests of Arizona’s tourism business community. ATA works to unite, educate and advocate on behalf of its members to increase awareness of the tourism industry and further the industry’s opportunities to enhance economic vitality and improve the quality of life for all Arizonans.

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