



FOR IMMEDIATE RELEASE

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PROFITING FROM THE PAST USING LOCAL HISTORICAL RESOURCES TO PROMOTE TOURISM

Savannah, GA – March 26, 2010. The Georgia Historical Society (GHS) will be presenting four **free** workshops for its Affiliate Chapters and interested cultural institutions this spring focusing on local heritage tourism. The workshops, conducted by GHS staff, will train workers and volunteers in the use of local historical resources (including historical markers and online tools) for promoting heritage tourism in their communities. These one-day workshops will encourage participants to identify local cultural resources and develop ideas and strategies for incorporating these assets into local tours and history programs.

The workshops will be held throughout the state in:

- **Thomasville on May 7** at the Thomas County Museum of History
- **Savannah on May 17** at the Georgia Historical Society
- **Canton on May 21** at the Cherokee County Historical Society's Rock Barn
- **Augusta on June 11** at Historic Augusta, Inc.'s Lamar House

Presentations will include examples of successful strategies by local groups from across Georgia, while break-out sessions will allow participants to engage fellow professionals in brainstorming activities and the formation of plans for increasing tourism numbers at their institutions. Further, in this challenging economic climate, workshops will highlight the use of new technologies that allow for wider audiences in developing and enhancing existing programs while limiting staff hours and overhead costs. Particular attention will also be paid to strategies for capitalizing on the upcoming 150th anniversary commemoration of the American Civil War, and the anticipated increase in tourism associated with it.

The workshops will also provide a great opportunity to network with individuals involved in the tourism industry in your area as well as representatives from the Georgia Department of Economic Development. Training materials and a certificate of completion will be given to all participants at the conclusion of the workshop.

For more information contact Will Hanley at 912.651.2125, ext. 22 or to **RSVP** for the workshop nearest you contact Brian Williams at bwilliams@georgiahistory.com.

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The Georgia Historical Society, headquartered in Savannah with offices in Atlanta and Affiliate Chapters in 80 counties, is the oldest cultural institution in the state and one of the oldest historical organizations in the nation. It is the first and only statewide historical society in Georgia. For nearly 175 years, GHS has collected, preserved, and shared Georgia and American history through a variety of educational outreach programs, publications, and research services. For more information visit: www.georgiahistory.com.