



FOR IMMEDIATE RELEASE:

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"Welcome to Waco" Tourism Ambassador Program

WACO, TEXAS (August 30, 2018) – The public is invited to an event hosted by the city of Waco to kick off the 'BE LIKE A PINEAPPLE' - Welcome to Waco Tourism Ambassador Program, on Friday, August 31st from 3 p.m. to 4:30 p.m., in Brazos Room South of the Waco Convention Center at 200 Washington Avenue. This program is a partnership between the Waco Convention and Visitors Bureau and Municipal Information.

The kick-off event will begin with a short program beginning at 3:30 p.m., in Brazos Room South of the Waco Convention Center. The program will include Mayor Kyle Deaver, City Manager Wiley Stem and a special performance from Waco's own, Holly Tucker. Holly will debut her original song for the campaign, as well as our campaign music video produced by City of Waco's Municipal Information department featuring many Waco locals. There will be food and drinks to help kick-off this fun and exciting event.

Our locals are proud of their city and with over 2.5 million visitors each year; Waco has become a hot tourist destination for many people across the country!

Are you wondering how you can BE A LIKE PINEAPPLE? We ask that you 'be sweet, stand tall, wear your love Waco crown'. The pineapple is a symbol of hospitality in the South and we know Wacoans have what it takes to be welcoming!

Get recognized by reaching out to our visitors and make them feel welcome! Remember, when you help a visitor, you become a part of their lifelong memories of their trip to our town! YOU are what makes Waco, Waco! Win some cool swag by nominating yourself or someone else through the website whatswiththepineapple.com OR tag your photos or videos on social media with #wacopineapple.

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The Municipal Information Office strives to educate, inform, entertain and involve citizens with their government.

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