

*YOUR LETTERHEAD*

## **PRESS RELEASE**

**FOR IMMEDIATE RELEASE**  
**DATE: (DATE OF EVENT)**

**CONTACT: (Name and phone number of  
office contact person(s))**

### **SENATOR/REPRESENTATIVE (NAME) RECOGNIZES (BUSINESS NAME) FOR OUTSTANDING CONTINUOUS SERVICE IN TEXAS**

**(CITY)**, Texas—Sen./Rep. (name and party affiliation—city of residence) today recognized (name of business) with a Texas Treasure Business Award from the Texas Historical Commission (THC). The Texas Treasure Business Award program pays tribute to businesses that have provided employment opportunities and support to the state’s economy for 50 years or more. Created in 2005 through legislation authored by Sen. Leticia Van de Putte (D-San Antonio) and sponsored by Rep. Charles “Doc” Anderson (R-Waco), the program recognizes well-established Texas businesses and their exceptional historical contributions to the state’s economic growth and prosperity.

*(insert quote from your elected official)*

A special decal identifying the business as a Texas Treasure will be publicly displayed (on/in) (name of business and location). Consumers will know when they spot the familiar Texas Treasure Business icon, they are doing business with a well-established, Texas-owned-and-operated business that has long contributed to job growth, stimulated the local economy, and generated state and local tax revenues.

*(insert description and/ or history of business)*

For more information about the Texas Treasure Business Award, contact the THC at 512-463-3893 or visit [www.thc.texas.gov/preserve/projects-and-programs/texas-treasure-business-award](http://www.thc.texas.gov/preserve/projects-and-programs/texas-treasure-business-award).

***YOUR LETTERHEAD***

**MEDIA ADVISORY**

**FOR IMMEDIATE RELEASE**

**DATE: (DATE OF EVENT)**

**CONTACT: (Name and phone number of**

**office contact person(s))**

**SENATOR/REPRESENTATIVE (NAME) TO RECOGNIZE (BUSINESS NAME) FOR  
OUTSTANDING CONTINUOUS SERVICE IN TEXAS**

**(CITY)**, Texas—Sen./Rep. (name and party affiliation—city of residence) in conjunction with the Texas Historical Commission (THC) will recognize (name of business) as a Texas Treasure Business Award winner. The Texas Treasure Business Award program pays tribute to businesses that have provided employment opportunities and support to the state's economy for 50 years or more.

**WHO:** (name of Senator or Representative, business award recipient), THC and local officials

**WHAT:** Recognition of (business name) as a Texas Treasure Business Award recipient

**WHEN:** (date and time)

**WHERE:** (location of event)

**BACKGROUND:** Created in 2005 and coordinated through the THC, the Texas Treasure Business Award program recognizes well-established Texas businesses and their exceptional historical contributions to the state's economic growth and prosperity.