



\*\*\*\*\***MEDIA ALERT**\*\*\*\*\*

**WHAT:**

Press Conference, Designation Ceremony, Reception, Interview & Photo Ops

**WHEN:**

Friday, March 5, 2010  
4:30-6:00 pm—Reception  
5:00 pm Promptly—Press Conference & Ceremony

**WHY:**

Unveil Solvang’s official national “Preserve America Community” certificate; honor additional Preserve Solvang Initiative Visionary Leaders.

**WHERE:**

Elverhoj Museum of History & Art, 1624 Elverhoy Way, Solvang

**WHO:**

Tracy Farhad, Executive Director, Solvang Conference & Visitors Bureau  
Jim Richardson, Mayor of Solvang  
Doreen Farr, Third District Supervisor, Santa Barbara County  
Richard Rozzelle, Superintendent, Channel Coast District, CA State Parks  
Dr. Jarrell Jackman, Exec. Director, Santa Barbara Trust for Historic Preservation  
Other Dignitaries To Be Announced

**BACKGROUND:**

On September 22, 2008, the Solvang City Council passed Resolution No. 08-81 authorizing the Mayor and the Solvang Conference & Visitors Bureau to execute an application to become a “Preserve America Community”—a White House initiative developed in cooperation with the Advisory Council on Historic Preservation & the U.S. Departments of Interior and Commerce. On October 8, 2008, an initial group of Preserve Solvang Initiative Visionary Leaders was convened to assist in the PAC process. On October 7, 2009, First Lady Michelle Obama sent a letter of designation to the Mayor and the citizens of Solvang acknowledging the city’s selection. Solvang is one of only 30 communities in California and 795 communities in the USA to have received this honor since the program’s inception in 2003. For more info; visit [www.preserveamerica.gov](http://www.preserveamerica.gov) and read Solvang’s official description at [www.preserveamerica.gov/PACommunity-solvangCA.html](http://www.preserveamerica.gov/PACommunity-solvangCA.html) or [www.SolvangUSA.com](http://www.SolvangUSA.com)

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**INFO & MEDIA CONTACTS:**

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*The Solvang Conference & Visitors Bureau promotes the culture, cuisine, shopping, arts and attractions of the village known as the “Danish Capital of America,” centrally located in Santa Barbara County, California.*