

# State of New Mexico

## *Office of the Governor*

**Bill Richardson**  
*Governor*

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Contact: Billy Sparks  
505.476.2299

### **New Mexico Kicks Off Ad Campaign With Times Square Billboard**

SANTA FE—New York: With just two months in office, Governor Bill Richardson of New Mexico has launched a bold marketing campaign promoting New Mexico to tourists with an immense billboard on Times Square and an ad in the Wall Street Journal touting the new and steep tax cut for business interests. "This is the beginning of an aggressive marketing campaign to attract tourists and businesses to New Mexico. The more people know about New Mexico, the better they like it. This billboard is a sign of our pride in our state and an open invitation to tourists from around the world," Governor Richardson said.

Today, at the northwest corner of 48th Street and 7th Avenue, a 70-foot long billboard invigorates the north end of Times Square with refreshing blue skies, snow-capped mountains, a desert mesa and the Governor's cherubic smile inviting passersby to visit New Mexico, the Land of Enchantment.

Five corporate sponsors whose logos appear on the billboard, joined forces with the New Mexico Department of Tourism to promote New Mexico at what Jon Hendry, Marketing Director, calls "the center of the universe."

Hotel Santa Fe, Heritage Hotels, Sandia Casino, Angel Fire Resorts and Southwest Airlines are cosponsors the 45-day billboard.

New Yorkers are one of the five largest demographic groups visiting New Mexico annually. Santa Fe has the nation's second largest art market, the diverse and sophisticated Museums of New Mexico, mountains, incredible skiing, pristine state parks, Native American and ancient cultures, Carlsbad Caverns and cuisines to delight - often with four stars attached. The website explains at

<http://www.newmexico.org/ny>.

With 35 inches of fresh powder topping the bases at Taos and Santa Fe, skiers will revel in the conditions. Visitors will enjoy 360 days annually of exquisite weather. There is plenty for all. Take the Governor's advice and enjoy the Land of Enchantment.

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