

FOR IMMEDIATE RELEASE

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Kiosk will Blaze the Way for Downtown

Heritage Trails Walking Tour

Mayor Moncrief Dedicates Information Kiosk and Historical Markers

During the Great Depression, when Fort Worth artist Evaline Sellors was asked to create sculptures for a shelter house on the grounds of North Side Senior High School as a Works Progress Administration project, she could not have envisioned the “cowboys and culture” marketing slogan the city now uses. But her cubistic longhorn cast stone plaques so embodied the idea that the progressive design can now be found throughout downtown in a series of interpretive markers called Heritage Trails.

Twenty-two bronze sidewalk markers, concentrated on Main Street from Heritage Park to the Water Gardens, tell the story of Fort Worth’s history, people, places and events. The first of three seven-foot-tall, powder-coated steel kiosks, which will serve as downtown directories and provide Heritage Trails guide maps, was unveiled and dedicated by Mayor Mike Moncrief April 7 at the corner of Main and Second Streets.

A joint project of the Fort Worth Chamber Foundation, Fort Worth Convention and Visitors Bureau, and Downtown Fort Worth, Inc., Heritage Trails plaques bear a signature cubistic longhorn design from 1936 by Sellors, a sepia-toned screened illustration, and a brief historical narrative. Each four-foot-tall, freestanding marker is sponsored by a local business.

“This is a tourism treasure,” said Mayor Moncrief. “Heritage Trails will educate and entertain our residents, especially the diverse and growing population who are moving here from elsewhere, as well as international visitors who are intrigued with Fort Worth’s western heritage.”

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Heritage Trails – p. 2

The four 4-sided kiosks will include the Heritage Trail map, a Wayfinding map, and information about downtown events. Nineteen sidewalk markers have been installed with plans to extend the trail to Lancaster Boulevard next year.

“This project elevates Fort Worth to one of the best cities in the country from a historical and directional signage point of view,” said Doug Harman, Heritage Trails task force member and former president and CEO of the Fort Worth Convention and Visitors Bureau. The Heritage Trails committee researched other similar historic walking tours around the country, and Harman said the committee found that Galveston has “the most sophisticated and interesting signage of any city I know.”

Harman also said that much work had gone into putting the markers in geographically accurate places. And he hopes that once all the Heritage Trails markers are in place, other areas of the city will follow suit.

In 2002, Heritage Trails project was launched as the legendary Sleeping Panther sculpture by Deran Wright was installed on the lawn of the Tarrant Co. Administration Building, recalling the 1873 *Dallas Herald* column citing Fort Worth was such a quiet town that a panther was seen sleeping on Main Street. The first marker highlighting the stagecoach era in Fort Worth was appropriately positioned in front of the Wells Fargo Tower on Main Street in late 2006.

For a downloadable map and more information, go to www.FortWorthHeritageTrails.com.

Marker Topics

History of the Fort
Sleeping Panther Sculpture
Hispanic Heritage
The Stage Leaves from Here
Gamblers & Gunfights
Cattle Drives
Streetcars and the Interurban
Grand Hotels
Opera Houses and Theaters

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Heritage Trails – p. 3

Cattleman, Oilman, Civic Leader Samuel Burk Burnett
Amon G. Carter, Sr.
The Wild Bunch
Architectural Diversity
Flying Machines
Fort Worth Chamber of Commerce
Cynthia Ann Parker
Women in Early Fort Worth – *coming soon*
JFK
African-American History
Hell’s Half Acre
Horseless Carriages – *coming soon*
Trains – *coming soon*

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