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News Release

Contact:
Linsey Whitehead
210-207-6960
linsey.whitehead@sanantonio.gov

The Office of Cultural Affairs unveils three new Neighborhood Tours during a reception at the historic Guadalupe Theater

The City of San Antonio appeals to tourists from across the country and throughout the world. In an effort to continue to draw tourists and locals to the cultural richness of San Antonio, **the Office of Cultural Affairs will unveil three new web-based Neighborhood Tours during a reception November 18 at the historic Guadalupe Theater.** The reception features a presentation on the exciting new tours, as well as samples of food from restaurants featured on the tours. The tours highlight the diverse cultural landscape of San Antonio, and showcase the city as a cultural destination. Tours include; the **Westside's Murals Y Más Tour**, **The Eastside's Echoes of the Eastside Tour**, and the **Downtown North River Tour**. The tours highlight the history, culture, art, and commercial aspects of lesser known, yet equally valued neighborhoods in the city.

The Westside Murals Y Más Tour is a journey into the heart of the *cultura y tradición* of San Antonio's Mexican-American community. Centered on an area that was within the original boundaries of the city, dating back to middle of the 18th century, this community is rich and alive with history, art, and culture. The tour extends from I-35 down Commerce to 24th Street (Our Lady of the Lake) and back down Guadalupe, and celebrates the artistic and cultural significance of this vibrant Mexican American Community. Highlights include; murals that have been completed over a 30 years, local restaurants and bakeries, as well as cultural institutions such as the Guadalupe Cultural Arts Center.

The Eastside Echoes of the Eastside Tour reflects three distinct areas: Ellis Alley and St. Paul Square, the traditionally African-American hub of commerce and activity; the City Cemetery District, a collection of public and private burial grounds spanning over a century; and Dignowity Hill, San Antonio's first residential suburb. The Eastside Tour focuses on the significant sites that illustrate the

rich cultural history of the African-American Community and San Antonio's past. Sites include the Historic Eastside Cemeteries, Dignowity Hill Park Historic Neighborhood, Ellis Alley, and Sunset Station, as well as local historic schools and churches.

The Downtown North River Tour begins downtown at the Southwest School of Art, Artpace, and the Central Library. It encompasses the San Antonio Museum of Art, Brackenridge Park and the Witte Museum, the Botanical Gardens and the University of the Incarnate Word. Highlights include; the museum reach expansion of the Riverwalk and the Public Art donated by the San Antonio River Foundation.

About OCA: OCA's mission is to provide leadership and support for local arts organizations and individual artists, improving the quality of life for San Antonio citizens and visitors alike. OCA's goals include continuing the implementation of the City of San Antonio's cultural plan: The Cultural Collaborative, which supports the growth and recognition of San Antonio's creative economy.

About TCC: TCC is San Antonio's vision for its cultural future. It was developed through more than a year of intensive community participation and planning. It serves as a framework to strengthen the city's cultural infrastructure and pave way for the implementation of initiatives that will make a big difference to the heart and soul of the San Antonio community. Since its adoption in 2005, TCC has specifically worked to support cultural districts, arts education in schools, and the expansion of neighborhood cultural activities for San Antonio youth.

For more information about the Neighborhood Tours, contact Robert Wasielewski at 210.207.6961 or Robert.Wasielewski@sanantonio.gov.

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