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Tourism Cares announces partnership with the World Religious Travel Association

Canton, Mass. (October 13, 2009) – Tourism Cares, the tourism industry’s premier charitable organization for preservation, conservation, restoration and education, has announced its association partnership with the World Religious Travel Association (WRTA), the leading global network for the 300 million traveler faith tourism industry.

“We are excited and privileged to name Tourism Cares as WRTA’s official philanthropy,” said Kevin J. Wright, WRTA President. “Preserving the travel experience for future generations is imperative for all segments of the tourism industry. For this reason, WRTA looks forward to promoting and supporting Tourism Cares’ many important events, including this fall’s *Tourism Rocks* at the co-located NTA Convention and World Religious Travel Expo in Reno, Nevada.”

WRTA exists to serve as a networking and educational venue for religious tourism, including both trade and traveler. WRTA’s role is to also promote the faith-based travel experience around the world. The partnership with Tourism Cares provides the travel industry with another significant voice to preserving the travel experience for future generations.

“There are no travelers in the world more conscious of culture and antiquities than those who travel to discover the roots of religion. Part of Tourism Cares’ mission is to make sure these treasures are there when they arrive.”, said Bruce Beckham, Executive Director, Tourism Cares. “I am sure the WRTA members will be avid supporters of our cause.”

As part of the partnership, WRTA will be highlighting direct to its members the many ways they can get involved with the mission of Tourism Cares. This includes everything from promoting *Tourism Rocks* to the NTA Convention Auction to volunteering time at Tourism Cares projects and much more.

About Tourism Cares

Tourism Cares is a 501(c)(3) nonprofit public charity that benefits society by preserving the travel experience for future generations by awarding grants to natural, cultural and historic sites worldwide; by presenting academic and service-focused scholarships to students of hospitality and tourism; and by organizing volunteer efforts to restore tourism-related sites in need of care and rejuvenation. For additional information about Tourism Cares, please visit www.tourismcares.org.

World Religious Travel Association (WRTA):

WRTA is the leading global network for the \$18 billion faith tourism industry. WRTA's primary purpose is to guide, enrich, and expand religious travel and hospitality around the globe via the trade, consumer, and media. Its membership is comprised of tour operators, travel agents, group planners, destinations, DMOs, accommodations, attractions, transportation services, media and other key players in the tourism industry. www.wrtareligioustravel.com

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