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Tourism Cares is helping to Save Our Sites

The public is once again invited to choose a site to receive a grant

Canton, Mass. (June 21, 2010)- [Tourism Cares](http://www.tourismcares.org), the premier charity in the travel industry dedicated to preserving the travel experience for future generations, is inviting the public to vote for a site they would like to see supported with grant funding. The voting is part of its Save Our Sites grant program, now in its second year. Voting takes place on the Tourism Cares website, www.tourismcares.org/save-our-sites.

The Save Our Sites program also gives travellers an opportunity to make donations while on vacation and give back to preserve and enhance natural, historic and cultural sites around the world that are important to save for future generations.

The SOS summer voting round focuses on cultural sites that showcase music in America. The following four organizations eligible for Save Our Sites voting are:

[Delta Blues Museum and Delta Blues Foundation](#)

The Delta Blues Museum is dedicated to creating a welcoming place where visitors find meaning, value, and perspective by exploring the history and heritage of the unique American musical art form of the blues. Located in the city of Clarksdale, MS, it is here, along with the surrounding Delta region that has become known as “the land where the blues began”. Since its creation, the Delta Blues Museum has preserved, interpreted, and encouraged a deep interest in the story of the blues. The museum is adding a two-story 7,000 square foot addition to its existing facility. The new exhibits will include interactive displays of Clarksdale, its musicians and their influence and impact on music around the world.

[Virginia's Heritage Music Trail: The Crooked Road](#)

The Crooked Road is a 300 plus-mile driving route in rural Southwest Virginia based on the traditional music of the region. Crooked Road's mission is: *Supporting tourism and economic development in Southwest Virginia by celebrating and preserving this Appalachian region's unique musical and cultural heritage.*

The Crooked Road has erected 26 Wayside Kiosks in various communities along the trail. The kiosks are designed to provide educational information for the traveling public. Motorists are able to read text, view photographs, and listen to a five minute audio track to learn basic information

about the music of the region and nearby cultural heritage tourism opportunities. The funds will assist in the creation one of these kiosks in the Town of Wise along US Rt. 23.

Backstreet Cultural Museum

The Backstreet Cultural Museum of New Orleans is the place to see and experience the culture of New Orleans. The display eligible for Save Our Sites funding, showcases dance and music that honors the artistic achievements and cultural heritage of New Orleans' African Americans. Visitors will see Mardi Gras Indians in their costumes and experience a uniquely New Orleans Celebration. This grant will support this celebration and help to preserve the cultural traditions of New Orleans.

The Apollo Theater

To celebrate and honor the legendary performers who have helped build its legacy for over 75 years, the Apollo Theater has installed a Walk of Fame in front of the landmark building. The walkway features bronze plaques boasting the names of some of the Apollo's most famous stars including Gladys Knight & the Pips, James Brown and Smokey Robinson. The Apollo Walk of Fame is one example of the Apollo Theater's role as a champion of diversity in American Performing arts and will be a permanent testament to Harlem's significant impact on the development of African-American music and American popular culture into the 21st Century.

Tourism Cares is a 501c(3) non-profit 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-learning 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, visit www.tourismcares.org.

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