



**\*\*\*\*\*MEDIA ALERT\*\*\*\*\***

**WHEN:**

Wednesday, February 16, 2011 at 2:30pm (Rain or Shine)

**WHAT:**

Solvang Heritage Trail Dedication Ceremony #2  
Program will be followed by complimentary refreshments and site tours.  
*This month's theme: Education*

**WHERE:**

Bethania Lutheran Church (Host of Farstrup-Mortensen Lecture Series), 603 Atterdag Road  
Trail designations will also be announced for the nearby Atterdag College site  
at the Atterdag Village (Solvang Lutheran Home) and at Solvang School.

**WHO:**

Dedications will be made by **Solvang Mayor Jim Richardson** and **Solvang Conference & Visitors Bureau Executive Director Tracy Farhad**.  
Remarks featured from **Bethania Church Rev. Dr. Jarmo Tarkki**; **Atterdag Village Resident Service Director Suzanne Hollrah** and **Solvang School Superintendent Tom Allcock**

**WHY:**

Media and public are invited to join with Centennial Committee members to honor Solvang's cultural heritage by attending the second of twelve themed monthly ceremonies dedicating historical sites and points of interest along Solvang's emerging Heritage Trail.

**BACKGROUND:**

The Solvang Heritage Trail Project is coordinated by the Elverhoj Museum of History & Art and the Solvang Conference & Visitors Bureau. Dedication ceremonies will take place throughout the City of Solvang on the Third Wednesday of each month at 2:30pm during the Centennial year of 2011. This pedestrian-friendly historical 'walk' around downtown Solvang honors those institutions, attractions, industries and points of interest that tell both the educational and entertaining story of Solvang's rich cultural heritage. When completed, the Heritage Trail will connect over two dozen 'stars' on a walking loop around the village, tying together Chumash, Spanish, Californian and Danish cultures. Plans include a printed map and brochure by year-end and distributed through websites, visitor centers, museums and schools.

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**MORE INFO & MEDIA CONTACTS:**

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