



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

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**WHEN:**

Wednesday, April 20, 2011 at 2:30pm (Rain or Shine)

**WHAT:**

Solvang Heritage Trail Dedication Ceremony #4  
Program will be followed by complimentary refreshments.

*This month's theme: Cultural Arts*

**WHERE:**

Solvang Veterans Memorial Building (circa 1936) and  
Solvang Library (circa 1911) at 1745 Mission Drive

[www.sbplibrary.org/hourslocations/solvang.html](http://www.sbplibrary.org/hourslocations/solvang.html)

plus recognition to Hans Christian Andersen Museum (circa 1989), 1680 Mission Drive

[www.bookloftsolvang.com/museum.htm](http://www.bookloftsolvang.com/museum.htm)

These long-time Solvang institutions are being honored for their positive  
cultural contributions to the community.

**WHO:**

Dedications will be made by Santa Barbara County Third District Supervisor Doreen Farr; with  
remarks from Solvang Conference & Visitors Bureau Executive Director Tracy Farhad and  
Elverhøj Museum of History & Art Executive Director Esther Jacobsen Bates.

**WHY:**

Media and public are invited to join with Centennial Committee members to honor Solvang's  
cultural heritage by attending the fourth 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 Solvang Conference & Visitors  
Bureau and the Elverhøj Museum of History & Art. 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 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 pedestrian loop around the village. Plans include a printed map and brochure by year-end that  
will be distributed through websites, visitor centers, museums and schools.

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**MORE INFO & MEDIA CONTACTS:**

Tracy Farhad, Executive Director, Solvang Conference & Visitors Bureau

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