



*In 1539, the Apalachee Indians invited Spanish explorer Hernando de Soto to winter in Tallahassee. After more than 450 years, we really know how to treat our guests.*

*Come ... discover Tallahassee ... where we honor our blended cultural past, and create a whole new kind of excitement every day.*



*Travel Through Time in Florida's Capital City—Tallahassee!*

You are invited to experience one of Florida's foremost heritage tourism destinations! Join us for a one-of-a-kind event designed to acquaint you with the cultural and historic treasures of Tallahassee. Meet with experts in the heritage travel industry and discover why more and more travelers are spending their travel dollars to learn about America's cultural past. No charge for attendance. Travel and lodging on your own.

**May 18 – May 21, 2010**  
**Tallahassee, Florida**

Program highlights:

- Guided, multi-site trolley tours featuring re-enactments and live action
- World class entertainment reflecting Tallahassee's multi-cultural community
- Complementary meal functions
- Information-packed seminars led by internationally known experts in the field of heritage tourism
- Generate new business, create exciting stories and share in a regional and global networking heritage tourism initiative

To:

The John G. Riley Center/Museum  
 419 East Jefferson St.  
 Tallahassee, FL 32301

Sponsored by the John G. Riley Center/Museum  
 Supported by The Florida African American Heritage Preservation Network,  
 Visit Tallahassee and the Downtown Improvement Authority  
 Registration forms and additional information can be found at  
[www.rileymuseum.org](http://www.rileymuseum.org) or call 1.850.681.7881

**Space limited! Register today!**