



Media Release

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For Immediate Release

Tourism Trumpeter Award

LUBBOCK, Texas (May 11, 2009) – The 2009 LHMA (Lubbock Hotel Motel Association) Tourism Trumpeter Award will be presented to Texas Tech Football Coach Mike Leach Tuesday, May 12th during the LHMA monthly luncheon at Lake Ridge Country Club at 12 noon.

Coach Leach has put Texas Tech Football and Lubbock on a national map with an economic impact of about \$6 million per game. The LHMA Tourism Trumpeter Award is given every year during Tourism Week (May 11-17) to a person who has shown fearless leadership and understanding of the travel industry. This recipient must also serve the city, industry and individual guests of Lubbock.

Coach Leach will be awarded the Tourism Trumpeter Award because he is dedicated to Texas Tech Football, the City of Lubbock and tourism to Lubbock.

If additional information is needed, please contact Rob Meyer, President of LHMA, at 806.722.2726 or email him at rob@arborinnandsuites.com.

Visit Lubbock is the official destination marketing entity for the city of Lubbock. For a free visitor guide call 800-692-4035 or visit www.VisitLubbock.org.