

**For Immediate Release:**

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**THIS IS WEST TEXAS**

## **Texas International Cotton School Returns to Lubbock for 36<sup>th</sup> Year**

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**(LUBBOCK)** – The two-week intensive Texas International Cotton School (TICS) program is returning to Lubbock and the South Plains for the 36<sup>th</sup> year. The program will take place Monday, Aug. 1 through Thursday, Aug. 11 at the Texas Tech University Fiber and Biopolymer Research Institute and is sponsored and managed by the Lubbock Cotton Exchange.

This conference, focused on cotton and textiles, unites professionals from around the world with top cotton experts and integrates experience, knowledge and future developments affecting global markets. About 30 experts from the United States and international organizations will provide instruction and engage in educational discussion with approximately 25 students. Participating in the program will also give students a hands-on experience of all phases of production, harvesting, ginning, classing and testing.

“The Texas International Cotton School is a highlight of the Lubbock Cotton Exchange and Fiber and Biopolymer Research Institute each year,” Christi Chadwell, TICS coordinator, said. “We have been able to really re-vamp and offer a unique schedule this year by including sessions using technology, social media and new production systems that can be a beneficial impact for the cotton industry.”

Once the program is completed, students will understand U.S. cotton production, processing and marketing systems, see the latest machinery and equipment and make valuable business contacts.

Visit Lubbock estimates the total economic impact of the session will be just over \$67,200 for the Lubbock community.

The TICS session is only open to registered participants in the industry. For specific questions regarding the program and registration, please call 806.834.8124, email [lubbockcottonexchange@gmail.com](mailto:lubbockcottonexchange@gmail.com) or visit [www.texasintlcottonschool.com](http://www.texasintlcottonschool.com).

### **About Visit Lubbock and Lubbock Sports**

Visit Lubbock is Lubbock’s official Convention & Visitors Bureau, charged with increasing the activity of leisure, sports, meeting and convention travel to Lubbock. Since 2004, Visit Lubbock and Lubbock Sports have booked more than 4,480 events or conventions, resulting in 3.78 million visitors, 1.2 million room nights and \$403 million in direct economic impact to the Lubbock area. For more information, or to receive a free Visitor Guide, please call 800.692.4035 or go to [VisitLubbock.org](http://VisitLubbock.org). For our latest events, check out our Facebook page at [Facebook.com](https://www.facebook.com/visitlubbock) and search for Visit Lubbock and/or Lubbock Sports.

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