



720 Sudderth Drive
Ruidoso, New Mexico 88345

575-257-7395
www.RuidosoNow.com

Excellence Through Service

August 1, 2012

Ms Lajuana Martinez
Publisher
Ruidoso Visitor Guide
112 S 5th Street
Brownfield, TX 79316

Dear Ms Martinez,

The Ruidoso Valley Chamber of Commerce is pleased to announce our support and endorsement of the Ruidoso Visitor Guide magazine.

We understand that marketing our County is absolutely critical to the success of the tourism industry here. The Ruidoso Visitor Guide is a comprehensive tool that is full of information for our Visitors and our newcomers. Ruidoso and the surrounding area is sought out by a myriad of travelers which includes those that are simply looking for a place to vacation as well as groups that are looking for a location to hold Corporate meetings or Conventions. Your publication is widely distributed by the staff at the Ruidoso Visitor's Center and numerous other Chamber of Commerce and Visitor Centers throughout the Southwest. Additionally, it is used in all of the information packets that are prepared for trade show attendees.

We are excited to have the opportunity to grow this publication's popularity through its own website as more and more visitors are seeking information online. The online and print components fully complement each other and since they are bundled together, they provide a multi-purpose, affordable marketing initiative for any business. We urge our members to support, advertise, distribute and promote the Ruidoso Visitor Guide.

Becky Brooks
Executive Director/Manager
Ruidoso Valley Chamber of Commerce/Ruidoso Visitors Center