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Among those to hang their shingle among Beale Street's many hot spots is the greatest living purveyor of the blues, the legendary singer and guitarist, B. B. King. Not only is B.B. King's Blues Club a state-of-the-art concert venue hosting some of the biggest and best names in Blues and Soul music, but you'll also find a full menu of what B.B. himself calls "Southern Comfort Food". Open for lunch and late nights, B.B. King's

Blues Club is the perfect place to begin or wrap up your Beale Street adventure. Come see why the Beale Street entertainment district is the number one tourist attraction in Tennessee! Visit the official website of Beale Street, <http://www.bealestreet.com>, for all the happenings and sights, including a live, 24-hour webcam! For more information, contact 901-526-0110 or send an email to info@bealestreet.com.



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Visit the musical soul of the south, with a rollicking roll into Memphis, Tennessee

Greetings from Graceland, the castle of The King!

Every year, hundreds of thousands of visitors from all over the world travel to Memphis to pay tribute to Rock n' Roll's most revered legend—Elvis Presley. Graceland, his beloved house, has become a star in its own right and is one of the most popular tourist attractions in America, and it shows no signs of slowing down. You simply can't visit Memphis without a tour of Graceland!

Once inside the mansion, you'll notice the living quarters are pure state-of-the-art 70's luxury, yet Graceland has adapted with the times for a modern tour experience unlike any other – and certainly befitting the man crowned "The King of Rock 'n Roll". Elvis' own daughter (now a singing star in her own right), Lisa Marie Presley, serves as your digital audio tour guide as you take in the many highlights of Graceland—the stuff of lore, like The Jungle Room, The Trophy Building (housing a seemingly endless array of accolades for Elvis from all over the world), as well as numerous special exhibits and The Meditation Garden. You'll

even get a chance to board The King's exclusive jets and imagine you're winging home after another successful gig in Las Vegas or Hawaii!

There are plenty of exhibits and exclusive shops on-site, not to mention themed restaurants that are fun for the whole family. Graceland is a must-see travel spot for any fan of Elvis, good times, and old-fashioned Rock n' Roll. Call 800-238-2000 or visit <http://www.elvis.com> for more information. Diehard fans of The King should consider a visit August 8-16, when Elvis Week is celebrated. Special commemorative events and attractions are added to an already dazzling array of tributes to Rock n' Roll's most enduring star.

For fans of the nightlife, Beale Street swings with music, food and sizzling memories.

No trip to Memphis would be considered complete without a visit to the center of the city's thriving nightlife—Beale Street. Decades of development and marketing have turned what was once a troubled area into a world-class entertainment destination. Today's Beale Street ranks as one of the most vibrant and popular nightlife districts in the country, with dozens of clubs, shops and restaurants offering nothing short of a spectacular night on the town!

(continued on back)

Take a trip back in time down the historic boardwalks of Virginia City, Montana

In 1863, five pioneer adventurers narrowly escaped capture by the Crow Tribe in what is now southwestern Montana. As they headed back to home and safety, they sought refuge in a hidden gulch shaded from view by majestic alder trees. It was here, on the shores of a narrow creek, that one of the men idly sank his shovel into the bank and in doing so accidentally discovered the largest gold strike in North America. Word spread like wildfire, and within a year, over 10,000 people full of hope and pioneer spirit clamored to the Alder Gulch high in the Rocky Mountains. Prospectors, businessmen, good time gals and notorious outlaws made up the rugged frontier population.

Virginia City fast became a town of 'firsts': it was named the first Territorial Capital in 1865, and became home to Montana's first public school, first newspaper and first published book. Victorian lives and commerce boomed...until the gold ran out. With just enough left for the remaining locals to eke out an existence, the town froze in time. A Victorian era ghost town stood nearly still for decades, as testament to the boom and bust of that wild and wooly era.



Today, Virginia City, Montana is a thriving tourist destination, thanks to determined local and national efforts.

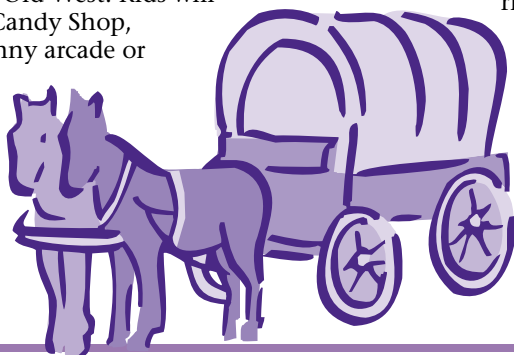
Only 20 miles as the crow flies from Yellowstone Park, the town offers lots of authentic Old West Gold Rush fun for young and old alike.

Main Street is an architectural wonder from the late 18th century

Many of the historic buildings and structures from the boom of Virginia City still exist and are filled with original artifacts from the Victorian era.

Stroll the streets and boardwalks or choose a guided tour aboard a horse-drawn stagecoach or 1941 fire engine. Your family will get a chance to witness living history demonstrations at the tent village, an open-air museum of the Old West. Kids will

love Cousin's Candy Shop, visiting the penny arcade or having their photo done up in authentic period style at the Old West Photo Studio. And



the 1864 Hangman's Building, site of the first Vigilante executions in Virginia City, is now a museum dedicated to the realities of frontier justice.

Don't miss the shows – they bring back the splendor and excitement of the past!

Summer theater is one of the most popular attractions, drawing capacity crowds all season long in Virginia City. Make sure to visit the Opera House for an evening of authentic 19th century melodrama and an old time vaudeville variety show from the Virginia City Players. The Gilbert Brewery Follies, held in Montana's first brewery, is cabaret entertainment with a modern twist. Exciting and appropriate for all ages, you'll be steeped in the atmosphere of the 1890's. Don't forget to stop in at the Bale of Hay Saloon for after-the-show refreshments.

Plan your trip to Virginia City this summer. The entire area is rich with history and

lore...and you might even go home with a pocketful of ore! For more information on Virginia City, call 406-843-5300. There are many ITC-50 "Hotels at Half Price" in the area. Check your guidebook for details.



Southern hospitality meets western charm with natural beauty and artistic flair, in thoroughly modern Santa Fe, New Mexico!

Steeped in the regional Native American and Spanish traditions, a trip to Santa Fe is a richly rewarding experience for art lovers and outdoor enthusiasts alike!

Santa Fe is one of the crown jewels of Southwest, and over the years it's regularly topped or appeared in numerous "Best Of" lists, making it one of the most deservedly popular destinations for travelers, retirees and thrill-seekers from all walks of life. In the past five years alone, various magazines and associations have bestowed numerous Top Ten honors on Santa Fe: One of "The World's Best Cities" (Travel and Leisure Magazine), "Ten Dream Towns" (Outside Magazine), one of "The West's Best Places To Live" (Sunset Magazine), "Top Ten Art Destinations" (American Style Magazine), "America's Healthiest City" (Organic Style Magazine) and perhaps most interestingly, AARP Magazine named Santa Fe one of "The 15 Best Places In The Country To Reinvent Yourself"! Whether or not you've got a full-scale reinvention planned, you're sure to find yourself in love with all Santa Fe has to offer.

If ever there was a region that bore inspiring, artistic views from every vista, it's New Mexico, with its rugged, deep-hued landscapes and color-splashed sunsets. And if ever there was a town that offered treasures both expected and unexpected in ample portions, it's delightful Santa Fe. The agreeable climate is just the beginning of the warm welcome that awaits you—that friendliness and sunny outlook is just as apparent in the people of Santa Fe as well.

Quite simply put, Santa Fe is one of the great gallery towns in the United States, especially if you're fond of the natural beauty of the area, and its depiction through the eyes of the many artists who dwell in its vibrant artistic community. Of all the artists to ever be identified with the Southwest in general, and Santa Fe in particular Georgia O'Keeffe is the most revered and recognizable. She made Santa Fe her home for many years, and her paintings celebrated the subtly exotic natural lifeforms so prevalent in the region.

Opened in 1997, The Georgia O'Keeffe Museum stands as the first fine art museum dedicated solely to the life work of a woman artist. Housing a collection of O'Keeffe's renowned art that's unsurpassed by any museum in the world, The Georgia O'Keeffe Museum is an adobe-style structure that sits right in the heart of downtown Santa Fe. With over ten galleries of works on display, as well as various multimedia presentations depicting the life and work of this brilliant artist, a comprehensive, educational, and ultimately breathtaking visit awaits! For more info, visit <http://www.okeeffemuseum.org> or call (505) 995-0785.



Explore the many facets of the Native American art, and plan a visit to the world-renowned Santa Fe Indian Market.

Each year, the Southwestern Association for Indian Arts (SWAIA) holds The Santa Fe Indian Market, recently voted "Best Art Festival" by Mountain Living Magazine—there's yet another accolade for this artistically inclined town! It's a sprawling, two-day event that attracts upwards of 100,000 visitors from all over the world, with 600 booths displaying the works of more than 1,200 Indian artists from more than 100 tribes. In addition to being able to buy directly from the artists, you'll also find a host of food vendors offering a variety of Native American cuisine and other regionally inspired dishes—delicious favorites like Indian Tacos, Chile Stews, Mutton on Fry Bread, Navajo Bluecorn Pancakes and much, much more.

This year's Indian Market takes place August 20-21, and promises to be bigger and better than ever, so start making your travel plans now. You may obtain more information by contacting The Southwestern Association for Indian Arts, Inc. (SWAIA), PO Box 969, Santa Fe, NM 87504-0969. Call 505.983.5220, or visit <http://www.swaia.org> online. The whole town takes on a special energy during Market weekend, so come on down and share the

tradition and culture of America's first citizens.

Looking for fun in the great outdoors? Fast or slow, Santa Fe's got you covered from head to toe!

Natural beauty surrounds this treasure town (sometimes proudly referred to as The City Different), from the nearby Sangra de Cristo Mountains to Rio Grande & Rio Chama Rivers. If you want to take your trip to the next level, a full range of hiking trails is available, ranging from short, easy half-day hikes to all and multi-day hikes that border on the Herculean. Many trails are dog-friendly too, so the whole family can enjoy the fresh air and spectacular views. Don't forget to drink plenty of water, though! For a full scope of the trails available, conditions to look out for, and recommended supplies to bring, contact The New Mexico Public Lands Information Center, 1474 Rodeo Road, Santa Fe, NM 87505, or dial (505) 438-7542.

While mountainous pursuits abound, Santa Fe is also well known for its ample kayaking and whitewater rafting opportunities. Whether you're interested in experiencing a scenically serene Class I canyon float or the roar of a thrilling Class IV set of rapids, Santa Fe's premier rafting outfitters, Kokopelli Rafting Adventures, can help you create a getaway that's just your speed. Their personalized service, knowledgeable guides, great food and professional gear will help keep you afloat and comfortable, for half-day or multi-day excursions. An online visit to <http://www.kokopelliraft.com> will tell you everything you need to know.



Going on a long trip? Keep your driving schedule manageable.

While the temptation to be an 'iron man' behind the wheel is often great, especially when you've got to cover a lot of ground, don't drive past the point of fatigue. Monotonous routes and landscapes can also make a driver sleepy. Remember, fatigue can be just as impairing as any other condition, so make sure you're well rested before you drive. Take frequent rest stops

and for safety's sake, don't push yourself beyond reasonable limits.

Keeping your vehicle safe is one of the best ways to keep your passengers safe.

The simplest way to keep everyone safe is to make sure they're buckled up, of course—no matter which seat they're in. Before leaving, make sure you've had your vehicle thoroughly checked out and that all systems are operating properly. Your brake pads and fluid should be checked out, wiper blades should be



changed, and tires should be checked, including the spare. If you're driving through especially warm climates, you'll want your cooling system in top shape, too. Don't forget flashlights, flares and a first-aid kit, too. Have an oil change the day before you leave, and don't forget to clean your windows and lights with each fill-up along the way.

Carrying a heavy load or towing a trailer? Proceed with caution.

If your trip includes carrying a heavy load, a trailer or boat, you've got

a whole extra set of concerns. You need much more space to pass or stop, so leave at least six seconds between yourself and the vehicle ahead of you when highway driving. Double-check that your mirrors give you a sufficient view of the road behind you before you start rolling. Make sure your brake lights work and that your load is balanced, and your owner's manual is handy.

