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Wickenburg's 'Gold Rush Days' the Gold Standard in AZ Tourism

Signature Western Event Earns Top Statewide Honor at Arizona Governor's Conference on Tourism

PHOENIX, AZ, JULY 09, 2009 – The tourism industry in Wickenburg has struck gold, as the town's premiere event, Gold Rush Days, has clinched the state's top honor for rural special events at the annual Arizona Governor's Conference on Tourism.

"We always knew that Gold Rush Days was a unique, Arizona asset," said Julia Brooks, Executive Director for the Wickenburg Chamber of Commerce. "To be among the fellow nominees in this category is an honor in and of itself, and we are positively thrilled that the hard work and dedication of so many, year after year, is being recognized on a statewide level."

In its 61st year, Gold Rush Days has become the epitome of the rural special event, driving big dollars into this small community, and quadrupling its population for a weekend. Designed to highlight the legend and the lore of the Old West, the weekend-long event is able to offer the Arizona traveler a look back at Wickenburg's mining and ranching heritage, with gold panning, professional senior pro rodeo, arts & crafts, a parade and live music, among other western-themed activities.

The winners were selected by a committee of Arizona tourism professionals and granted by the Arizona Office of Tourism (AOT). The winner was announced today at the Governor's Awards Luncheon at the Westin Kierland Resort & Spa, with more than 500 tourism industry members from both the private and public sector in attendance.

For more information on Gold Rush Days, please contact Julia Brooks at 928-684-5479

For the 62nd Celebration information visit online www.wickenburgchamber.com