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NMEDD and NM Tourism Department Unveil New Mexico True Architecture Trails

Santa Fe, NM - Today, the New Mexico Economic Development Department announced the New Mexico True Architecture Trails, which are aimed at connecting visitors with centuries of New Mexico architectural history. The trails, which can be accessed [here](#), were developed in partnership with the Tourism Department's New Mexico True campaign. The trails highlight New Mexico architecture from several eras, including: Adobe, Victorian, Classical and Modern styles. The Architecture Trails along with MainStreet's Off the Road in New Mexico [website](#) encourage tourists to travel on historic and scenic byways throughout New Mexico.

"This partnership between New Mexico MainStreet and the New Mexico Tourism Department provides a great opportunity for connecting New Mexico visitors and residents with our state's rich cultural heritage and architectural treasures located in MainStreet and Arts & Cultural Districts," said Economic Development Secretary Jon Barela. "The Architecture Trails arrive just in time for the busy summer travel season supporting tourism and economic opportunities for local businesses, hotels and restaurants throughout the state."

The Cultural and Heritage Corridors Program of New Mexico MainStreet has developed several strategies and products that market the state's cultural and historic assets and local community destinations. The website allows residents and visitors to search for historic and cultural attractions and businesses in New Mexico's MainStreet and Arts & Cultural Districts. The site offers visitors easy navigation of local businesses including hotels, restaurants and boutiques.

NMEDD's MainStreet program works throughout the state to help affiliated local organizations create an economically viable business environment while preserving cultural and historic resources. New Mexico MainStreet currently serves 27 affiliated MainStreet districts, eight state-authorized Arts & Cultural Districts, 14 Frontier Community projects, and eight Historic Theater Initiatives.

For more information about New Mexico MainStreet, visit www.goNM.biz or nmmainstreet.org.

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