



Yuma Visitors Bureau

From the desk of Linda Morgan, Executive Director

For Immediate Release

July 26, 2016

Statement on Yuma Lettuce Days being cancelled for 2017.

For our membership and partners who support the mission of the Yuma Visitors Bureau (YVB), City of Yuma leadership and residents, the Yuma area ag community, and travelers from near and afar, YVB Board of Directors and I are announcing that Yuma Lettuce Days will not take place in 2017.

Upon careful consideration, it has been determined that the annual festival requires further research and evaluation to identify how Yuma Lettuce Days fits our mission and, perhaps, develop ways to make the event more sustainable.

As a destination marketing organization, YVB has a duty to promote Yuma as a destination site by spreading the word about the rich diversity of our area and its history. Throughout the next 12 months, YVB will enhance those efforts by using its resources to showcase Yuma as a place for year-round outdoor recreation, uniquely "Yuman" adventure, shopping, dining, conventions, and business travel, primarily within Yuma's regional drive market.

Moving forward with our program into 2017, YVB remains committed to spotlighting Yuma's agricultural and culinary heritage through our various agritourism offerings and dining experiences. We are excited for what is planned and we are confident in the ability of those activities to attract visitors to Yuma from all over the world.

YVB is extremely thankful for the support Yuma Lettuce Days have received over the past 18 years and we welcome feedback from within the community and from travelers on our decision.

For details on upcoming YVB events, and those hosted by other businesses and organizations throughout Yuma County, please click over to VisitYuma.com or stop by our Visitor Information Center at 201 N. Fourth Avenue.

Further inquiries:

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