VISIT Pasadena

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# Press Kit

## Overview

The Visit Pasadena, TX initiative, launched by the Pasadena Economic Development Corporation, aims to showcase Pasadena as a vibrant destination for visitors, businesses, and residents alike. With a rich history, diverse attractions, and a thriving local economy, Pasadena is a hidden gem on the Texas Gulf Coast.

## About Pasadena, TX

- **Location:** Situated southeast of Houston, Pasadena offers easy access to the Port of Houston and major highways.
- **Historical Significance:** Home to key moments in Texas history, including the capture of Santa Anna.
- **Cultural Attractions:** Hosts the annual Pasadena Strawberry Festival and Pasadena Livestock Show & Rodeo.
- **Economic Hub:** A thriving business community supported by the Port of Houston and local industries.
- **Strawberry Fields Legacy:** Once known as the "Strawberry Capital of the World," Pasadena's rich soil contributed to a booming agricultural economy, with strawberries as a primary crop. This legacy is celebrated through the annual Strawberry Festival.
- **Economic Growth:** Pasadena has seen significant economic development in recent years, with revitalization efforts bringing new businesses, industries, and infrastructure improvements to the community.
- **COMING SOON- Spring 2026 - A new multi-purpose +/- 160,000 sq ft arena with +/- 7,500 seating capacity.**

## Key Objectives of Visit Pasadena

- **Promote Tourism & Local Attractions:** Highlight Pasadena's cultural, historical, and recreational assets.
- S**upport Local Businesses:** Drive economic growth by encouraging local shopping, dining, and events.
- **Enhance Community Engagement:** Foster pride among residents and encourage participation in citywide initiatives.

## Attractions & Events

- **Annual Pasadena Strawberry Festival:** A Texas tradition featuring food, music, and family-friendly activities.
- **Pasadena Livestock Show & Rodeo:** Showcasing Texas heritage through thrilling rodeo events and live entertainment.
- **Armand Bayou Nature Center:** One of the largest urban wilderness preserves in the U.S. with more than 2,600 acres. Located in the heart of a major migratory path, Armand Bayou Nature Center is an amazing place to go birding all year round.
- **Heritage Park:** A beautifully preserved historical site offering a glimpse into Pasadena's past.
- **Historic Cemetery:** A significant landmark telling the story of Pasadena's early settlers.
- **Port of Houston Boat Tours:** Guided tours providing an up-close look at one of the busiest ports in the U.S.
- **Digital & Social Media Campaigns:** Engaging audiences through Instagram, Facebook, and X.
- **Website & Visitor Resources:** Launch of a dedicated Visit Pasadena, TX website with itineraries and guides.
- **Local & Regional Partnerships:** Collaborations with local businesses, hotels, and tourism organizations.
- **Press & Media Engagement:** Regular press releases, media tours, and influencer partnerships.

## How to Get Involved

- **For Visitors:** Plan your trip by exploring the Visit Pasadena, TX website, following us on social media, and attending featured events.
- **For Businesses:** Partner with us by joining promotional campaigns, hosting visitors, or sponsoring local events.
- **For Media & Influencers:** Contact our media team for story opportunities, press kits, and exclusive event access.
- **For Residents:** Stay engaged by participating in local events, sharing your Pasadena experiences online, and supporting local businesses.

## Media Contacts

For press inquiries, interviews, or additional information, please contact:

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*Join us in celebrating the best of Pasadena!*

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