



NEWS RELEASE

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CITY OF TUCSON WELCOMES GEM SHOW VENDORS AND VISITORS WITH KICKOFF AND MEDIA EVENT

For the next two weeks, approximately 55,000 people will gather in Tucson to participate in the 61st annual Tucson Gem, Mineral & Fossil Showcase. The event, featuring minerals, gemstones, jewelry and fossils, begins Saturday, Jan. 31 at more than 40 locations throughout the Tucson area.

To mark the start of this year's gem show, the City of Tucson and Visit Tucson are hosting a kickoff event, news conference and reception.

2015 Tucson Gem, Mineral & Fossil Showcase Kickoff Event and News Conference
Friday, Jan. 30, 2015
3 p.m.
Tucson Convention Center Breezeway
Parking at Tucson Convention Center Lot A

Several gem show owners and vendors will be in attendance, as well as members of the Tucson City Council, and City staff. Following a brief news conference, there will be an on-site reception with food and beverages sponsored by Visit Tucson.

This year marks the first time that the Sun Link Streetcar will be in service during the gem show, allowing visitors to easily navigate the shows surrounding the downtown area, as well as the many restaurants and retail shops along the nearly four-mile long route.

The gem shows are very important to the City of Tucson, both economically and culturally. They have set the standard for gem and mineral shows around the world and collectively they represent the largest event of its kind. The results from the new economic impact study indicate that direct spending associated with the 2014 gem show was \$120 million, 20 percent higher than the \$100 million spent in 2007 by show owners, exhibitors and buyers.

To assist gem show visitors, the City of Tucson's Park Tucson is offering GemRide, a free shuttle service that connects convenient downtown parking locations with 33 of the Gem, Mineral, and Fossil shows around Tucson. The shuttle's four routes cover 30 different stops, running from 7 a.m. to 7 p.m., Jan. 31 through Feb. 15.

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