



# CITY OF TUCSON

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## NEWS RELEASE

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### **GEM SHOW OFFICIAL KICKOFF RECEPTION AND NEWS CONFERENCE**

For the next two weeks, more than 56,000 guests will gather in Tucson to participate in the 65th annual Tucson Gem, Mineral & Fossil Showcase. The event, featuring minerals, gemstones, jewelry and fossils, officially begins Saturday, Feb. 2, at more than 45 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 reception and news conference.

**2019 Tucson Gem, Mineral & Fossil Showcase Kickoff Reception and News Conference**  
**Friday, Feb. 1, 2019, from 4 - 6 p.m.**  
**Tucson Convention Center East Lobby**  
**Parking at Tucson Convention Center Lot A**

Gem show owners and vendors will be in attendance, as will Mayor Jonathan Rothschild, members of the Tucson City Council, City staff, and the City's regional partners hosting this major event from Pima County, Visit Tucson, and Casino Del Sol. Following a brief news conference, there will be an on-site reception with food and beverages sponsored by Visit Tucson.

At the news conference, Mayor Rothschild, Visit Tucson staff and City of Tucson Gem Show supporting staff members will address changes that guests can see at this year's show, announce the new Gem Show economic impact study being conducted this year, highlight new and upcoming development projects in Tucson that enhance this and future gem shows, and share important safety information for guests and residents.

The Tucson Gem, Mineral & Fossil Showcase is very important to the City of Tucson, both economically and culturally. The individual shows have set the standard for gem and mineral shows around the world and collectively they represent the largest gem show event of its kind. The results from the 2014 FMR 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.

The City of Tucson and its partners are again offering GemRide, the free shuttle service that connects convenient downtown parking locations and our Mercado and Kino Parking Hubs with 43 of the Gem, Mineral, and Fossil shows around Tucson. The shuttle's four routes cover 36 different stops, running from 8 a.m. to 7 p.m., Feb. 1 – 17.

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