



## ***Press Release***

For Immediate Release  
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ARCHITREATS: FOOD FOR THOUGHT PRESENTATION  
*SEE ALABAMA FIRST: THE STORY OF ALABAMA TOURISM*  
PRESENTED BY TIM HOLLIS

ArchiTreats: Food for Thought continues another year of interesting and informative talks on Alabama history at the **Alabama Department of Archives and History** on **Thursday, October 16th**. Join us at **noon** as Tim Hollis presents *See Alabama First: The Story of Alabama Tourism*.

Tourism in the Southeast is often associated with Florida—a state that essentially defined the industry in America. Yet Alabama has a fascinating history of tourism all its own. In 1916, John Hollis Bankhead went to great lengths to ensure that one of America's first transcontinental highways went directly through Alabama. Though it was a less efficient route for highway travelers, it marked the birth of Alabama's fledgling tourism industry, which grew exponentially with each passing decade.

Tim Hollis, author of twenty-five books on pop culture history, traveled from the Shoals to the coast to document the story of Alabama tourism. From restored and preserved historic destinations to campy tourist traps and outrageous roadside attractions, join us this month for a quick trip through the fascinating story of tourism in Alabama.

Copies of Hollis book, *See Alabama First: The Story of Alabama Tourism*, will be available for purchase at the event. This ArchiTreats presentation made possible by the Friends of the Alabama Archives and a grant from the Alabama Humanities Foundation, a state program of the National Endowment for the Humanities. The public is invited to bring a sack lunch and enjoy a bit of Alabama history. Complimentary beverages are provided. **Admission is always FREE!**

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