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**NEWS RELEASE: *For Immediate Release***

## **Corpus Christi Launches Stay & Play Attraction Savings Pass**

*Just in Time for Spring Break, Corpus Christi Packages  
Top Attractions at a Discounted Price*

**Corpus Christi, TX (March 4, 2013)** – The Corpus Christi Convention & Visitors Bureau (CC CVB) announces the Stay & Play attractions savings pass to five attractions for five days. Just in time for Spring Break, this discounted pass is available to visitors, as well as locals and offers the opportunity to visit the top attractions while they stay and play in Corpus Christi.

Corpus Christi attracts more than 7.1 million visitors annually and the new Stay & Play pass gives these visitors a new opportunity to experience the city at an affordable price. In 2012, the CC CVB facilitated an online packaging program that offered destination packages, as well as hotel accommodations and attractions tickets. The success of this program, with sales up 87% over Travelocity the previous year, validated the need for a city-wide pass to attractions. The creation of the Stay & Play Pass was a collaborative effort with the CC CVB, the Art Museum of South Texas, the Corpus Christi Museum of Science & History, Hurricane Alley Waterpark, the CCRTA, the Texas State Aquarium and the USS Lexington.

The CC CVB and partners are excited to offer this pass as an additional way to meet the needs of Corpus Christi visitors. Keith Arnold, CEO of the CC CVB, says "The Stay & Play attractions savings pass has been years in the making and we are thrilled to launch the program just in time for Spring Break. March is tied for the second busiest month of the year with more than 300,000 visitors." He adds, "This gives us the opportunity to provide visitors a year-round discount and encourages them to stay and play a little longer in Corpus Christi.

Michael Womack, Chair Elect of the CC CVB Board and Director of the South Texas Botanical Gardens & Nature Center, says "by providing admission to five locations, visitors will be able to see more of our unique attractions and maybe visit one they might not have otherwise considered. By partnering together in this program the attractions can benefit each other, increase the overall visitor experience and hopefully see visitors return for future trips."

The Stay & Play pass provides admission into five attractions for five days and a ride on the Harbor Ferry. An adult ticket costs \$49.99 and a child ticket costs \$39.99 for a value of over 20% off the gate price. During the summer season, from Memorial Day to Labor Day, a Super Stay & Play pass will be available to include Hurricane Alley Waterpark. A visitor can purchase the tickets on the CC CVB website ([VisitCorpusChristiTX.org](http://VisitCorpusChristiTX.org)) by selecting the 5 consecutive days of their choice and then conveniently printing a voucher to present at each attraction.

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*The Corpus Christi Convention and Visitors Bureau's mission is "to drive overnight visitor\$ to the Corpus Christi Area". For more information about the Corpus Christi Convention and Visitors Bureau or to plan your next trip to Corpus Christi, visit [www.VisitCorpusChristiTX.org](http://www.VisitCorpusChristiTX.org) or call 1-800-678-6232.*