

PRESS RELEASE: 02/23/09

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FOR IMMEDIATE RELEASE

TRUE WEST MAGAZINE HIGHLIGHTS RUIDOSO AND RUIDOSO RIVER MUSEUM

Ruidoso, New Mexico -02/23/09

Ruidoso NM; A national publication said that Ruidoso, N.M. is a town to watch in 2009. True West Magazine has listed Ruidoso as one of 10 westerns towns to check out this year. While many New Mexicans know the quirks and wonders of the southern New Mexico town, the magazine story makes the information available to a broader audience.

The magazine highlights the historic old mill, one of "Billy the Kid's" old hideaways and the brand new "Billy the Kid" museum called the Ruidoso River Museum.

The news of the magazine article has been the buzz around the Ruidoso, and village officials are thrilled.

"You know with the economy the way it is, everyone's kind of been afraid, tourism though hasn't been down here in Ruidoso we've all been afraid that everyone's tightening their belts, so with any kind of publicity for people to perk their ears and says hats happening there, we get really, really excited about," Sandi Aguilar with the Ruidoso Chamber of Commerce said.

Another New Mexico town listed as one to watch is Silver City, N.M. The story appears in True West Magazine's January / February 2009 Issue.

The Museum is open for visitation from 10:00 AM to 5:00 PM Wednesday through Monday and closed Tuesday's and Wednesday's. Seasonally, the Museum will move to a full seven day a week schedule during the Christmas Holidays and summer and other select times during the year. Admission is \$5.00 for Adults and \$2.00 for children. Active Military, Law Enforcement

and Fire Fighters receive free admission every day the Museum is open. For additional information on hours of operation, the Ruidoso River Museum can be contacted at (575) 257-0296.