



STATE OF NEW MEXICO
Tourism Department

491 Old Santa Fe Trail • P.O. Box 20002 • Santa Fe, NM 87501

Bill Richardson
Governor

Diane Denish
Lt. Governor

Michael Cerletti
Cabinet Secretary

Jennifer Hobson
Deputy Secretary

January 27, 2010

Dear Green Chile Cheeseburger Restaurant:

Congratulations! It is with great pleasure that we officially inform you of your selection for New Mexico's 2010 Green Chile Cheese Cheeseburger Trail. We hope this new Tourism Department marketing promotion will bring you and your establishment increased recognition, visitors, and sales. The selection process combined nominations and popular vote by burger fans and a panel of culinary and tourism authorities to select 48 burger restaurants (and over 100 locations) statewide.

The department has created fun and enticing graphics and videos to go along with an interactive map promoting all of the chosen burger establishments. Find the Trail on New Mexico's most popular website, newmexico.org. Enclosed are Trail decals for you to post on your doors or windows. As you may know, the Trail has generated substantial media attention in recent months, both in and out of state. You are welcome to promote your inclusion on the Trail further, if you wish. Some owners have posted special signs, sent out internet info to their patrons, and taken out radio ads. The community of Grants has posted a billboard for its local Badlands Burgers.

Should you have questions or suggestions, please contact us.

Wishing you hot times ahead,

Martin Leger
Advertising and Website Manager
505-827-8036
martin@newmexico.org

Cheryl Alters Jamison
Culinary Liaison
505-982-2041
b-c-jamison@msn.com