Mississippi Development Authority P.O. Box 849 Jackson, MS 39205

FOR IMMEDIATE RELEASE

Media Contact:	Stephen Martin, 601-359-3555
Date:	October 16, 2000

AMERICAN BUS ASSOCIATION NAMES THE MAJESTY OF SPAIN: ROYAL COLLECTIONS FROM THE MUSEO del PRADO & PATRIMONIO NACIONAL ONE OF NORTH AMERICA'S 100 BEST EVENTS FOR 2001

JACKSON, Miss., October 16 - The American Bus Association (ABA) recently announced the winning designees for its 2001 list of the Top 100 Events in North America. Topping this year's list as the Top U.S. event is **The Majesty of Spain**, a rare and dazzling display of treasures from the Prado Museum and Spain's royal palaces, coming to Jackson, Mississippi from March 1 through September 3. The list is published as a supplement to the October issue of *Destinations* magazine, and can be found at www.buses.org.

The Majesty of Spain: Royal Collections from the Museo del Prado & Patrimonio Nacional is an exclusive assemblage of more than 600 treasures. It showcases a beautiful collection of fine art, tapestries, religious objects and decorative arts amid five elaborate re-creations of banquet halls from Spain's regal residences. One room solely features fine porcelain, handcrafted by the masters of the Buen Retiro Workshop. On a larger scale, a rare surviving 55-foot carved and gilded baroque gondola from the reign of Felipe V and a gilded royal carriage belonging to Fernando VII are among the marvels of decorative art on display. Contact (601) 960-9950 for more information.

"The organizers of **The Majesty of Spain** should be quite proud to tell the world their event has earned a coveted place on professional tour itineraries for 2001," said Michele Janis, ABA's vice president of communications, marketing and membership. "It's attractiveness as a don't-miss entertainment value is only part of the story. The event should also be recognized as a potential magnet of tourism dollars into the local economy."

ABA initiated the Top 100 program in 1982 to benefit its motorcoach and bus charter members, who constantly seek fresh and exciting tour itineraries. The 2001 Top Events Selection Committee selected **The Majesty of Spain** from among hundreds of events that were nominated by state tourism offices and visitor bureaus.

Judges considered the event's broad appeal, its accessibility to motorcoaches and other large groups, and a variety of other relevant quality criteria. Because objective quality criteria are used in the judging process, some states did not receive any Top 100 designations this year, while others may be host to multiple events.