



TEXAS GENERAL LAND OFFICE
GEORGE P. BUSH, COMMISSIONER

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PRESS RELEASE

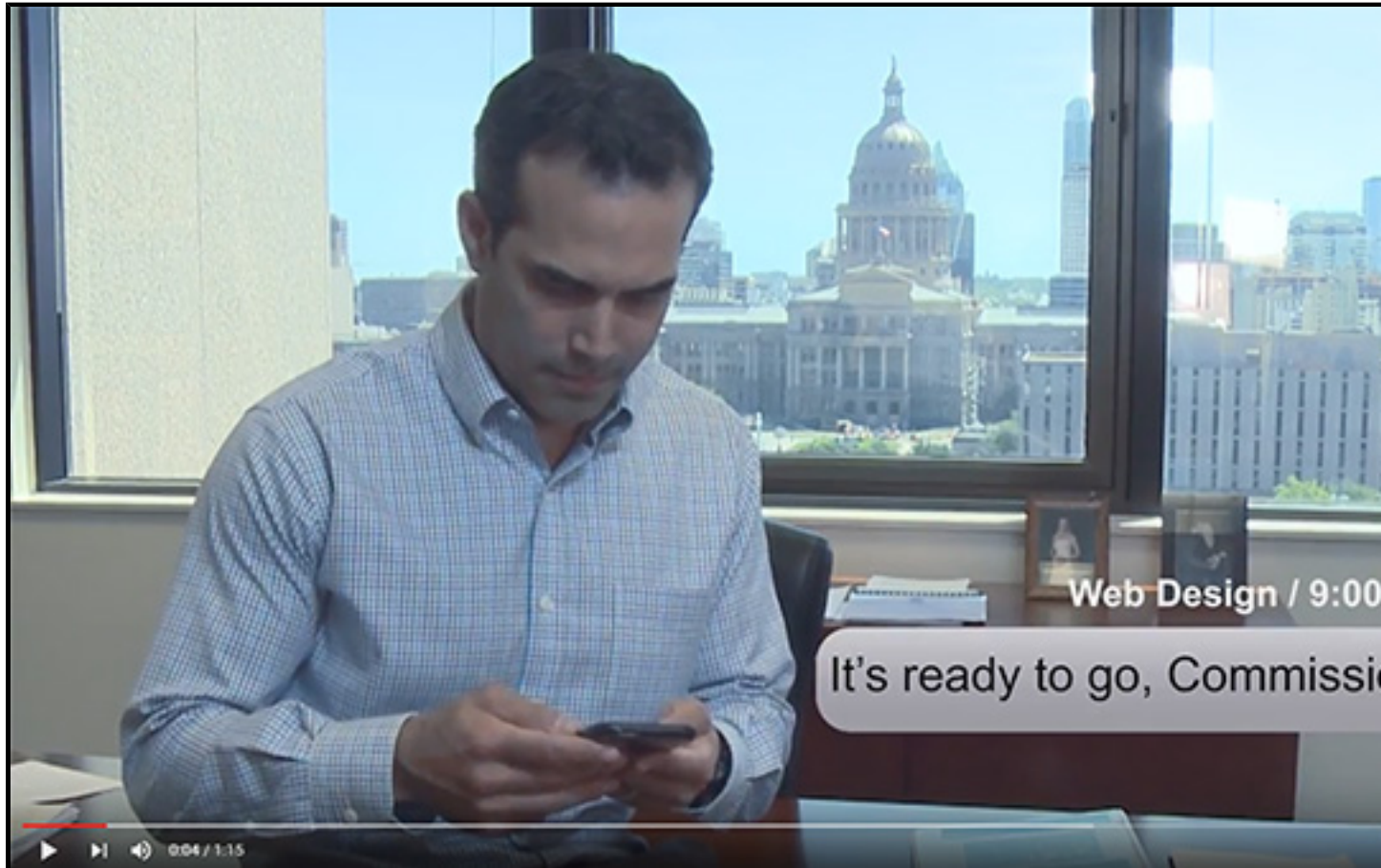
Texas' beloved Alamo Receives Digital Makeover

New website features 300 year history and entices visitors using the latest technology

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San Antonio —



Today Texas Land Commissioner George P. Bush and Alamo Director, Becky Dinnin, proudly announced the launch of a newly redesigned Alamo website.

The website focuses on enhancing the visitor experience and encouraging more people to visit the Shrine of Texas Liberty. The newly redesigned website is a first step in a

larger initiative by Commissioner Bush to introduce new educational and interactive technologies to the Alamo visitor experience.

"The Alamo is where Texas' spirit of independence began and one of my top priorities is to help those across Texas to rediscover this sacred site," said Commissioner Bush. "The newly redesigned website has an innovative design that integrates advanced video technology that gives visitors a taste of the Alamo's 300 year history. I encourage Texans to visit the Alamo virtually at TheAlamo.org, and then come to the heart of San Antonio for the true experience."

The General Land Office (GLO) set out to create a website that raised the bar on the typical state government website and push the boundaries of tourism web design. The resulting website features full-screen video, interactive features and other rich content to entice and excite prospective visitors of all ages. However, the site's large streaming needs demanded a solution that could keep up with the 200,000+ unique monthly visitors. To achieve seamless visitor experiences, GLO partnered with Amazon Web Services to host the new site. This partnership provides greater web security as well as seamless access regardless of proximity to Texas.

"This new Alamo site helps us take this legendary story of sacrifice and courage to the world in a fresh, new, relevant, and beautiful format," said Becky Dinnin, Alamo Director. "It uses cutting edge technology and enables us to do more, and provide an exciting online experience that was never before possible."

The new website, which was developed completely in-house at the GLO, is completely responsive for optimum orientation and platform independence. Whether viewed on a desktop, tablet or smartphone, the websites will naturally adapt to fit the screen providing a clean, contemporary and intuitive feel. Additionally, the website is now 508 compliant to enable accessibility for all users.

At least 2.5 million visitors 'Remember the Alamo' each year, making the historic site the most visited tourism destination in Texas. Most know the Alamo for the 90-minute battle that led to Texas' independence from Mexico, but the Alamo has a much deeper history to tell. As the flagship tourism site for the state of Texas, the Alamo needed a website worthy of it.

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