

For Immediate Release:

January 29, 2021

Contact:

Colby Sharples-Terry, Kansas Tourism Division

(785) 296-6292

colby.sharplesterry@ks.gov

Kansas Tourism Invites Kansans To Celebrate Kansas Day

TOPEKA – In honor of Kansas’ 160th birthday, on Kansas Day, Jan. 29, 2021, the Kansas Division of Tourism is inviting all Kansans near and far to celebrate with their own salute to the Sunflower State. This social media celebration is centered around the new Kansas Tourism marketing tagline, “To The Stars,” that honors the states motto – Ad Astra, Per Aspera.

Participating is easy. This celebration is for all Kansans, Kansas destinations, and Kansas businesses.

1. Choose a photo or video of a beloved Kansas trait, person, historical figure, place, or anything that makes Kansas special. Be creative!
2. Create a post on your social media channels using “To The _____” (insert your word/person/place/trait here). Examples: “To The Beautiful!” or “To The Kaw River!”
3. Continue the post with more details about what you’re celebrating, what Kansas means to you, or why you chose your word. Example: “Today I’m celebrating the state with the best sunsets anywhere! #ToTheStarsKS”
4. Use #ToTheStarsKS with every post.

“This celebration is a way for everyone to share in a toast to our state on its 160th birthday,” said Bridgette Jobe, Kansas Director of Tourism. “Kansas is full of rich history, unique destinations, and beautiful wildlife and scenery. The ‘To The Stars’8 format allows flexibility and creativity in sharing what makes Kansas special to each individual.”

Participants are encouraged to share their photos and videos on the social media channels of their choice with the hashtag #ToTheStarsKS. More details and examples of posts can be found at <https://tothestarsks.com/resources>.

Also, in honor of Kansas Day, the Kansas Tourism Division will release a new video celebrating the spirit of Kansas and featuring snapshots of what makes the state so distinctive. That video can be viewed on travelks.com and on Kansas Tourism’s social media channels, beginning Jan. 29, 2021.

“The new video and social media celebrations are a way for all of us to honor the history and beauty of our state during a time we can’t be together in person,” Jobe said. “Virtual celebrations mean anyone can participate and celebrate Kansas Day and we hope they do.”

Kansas Tourism launched the new tourism tagline, “To The Stars,” in June 2020 as a tribute to the state’s motto, *Ad Astra Per Aspera*, and the fortitude that forged the state.

To plan your Kansas getaway, visit TravelKS.com. Shoppers can find gear featuring “To The Stars” and other Kansas designs at <https://kansastourism.merchtable.com/>.

Kansas Tourism is a division of the Kansas Department of Wildlife, Parks and Tourism.

###

The Mission of the Kansas Tourism Division is to inspire travel to and throughout Kansas to maximize the positive impacts that tourism has on our state and local communities.

Attached: Kansas Tourism Division logo