

THE MAGAZINE FOR AAA MEMBERS

Texas

JOURNEY

JULY/AUGUST 2010



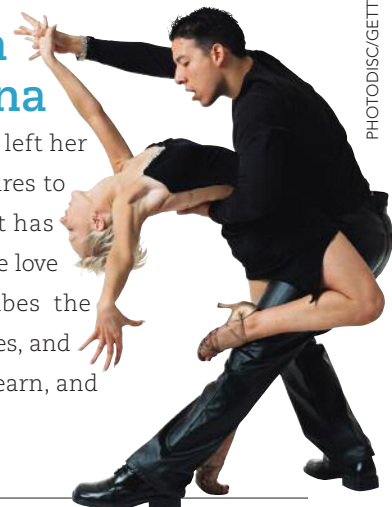
Legal Street Racing Events

“Beat the Heat,” a national program based in Texas, is combating illegal street racing by supporting public race events at tracks statewide. BTH targets young drivers by inviting them to “beat the heat”—meaning

they can race a cop, without the subsequent ride to jail. Our writer attends a BTH event at the Texas Motorplex to find out how this burgeoning program is making a difference.

Finding Tango in Argentina

American writer Camille Cusumano left her home in San Francisco for Buenos Aires to pursue her passion for tango—what has summarily been called “a three-minute love affair with a stranger.” She describes the flourishing tango scene in Buenos Aires, and tells visitors where they can watch, learn, and dance tango.



PHOTODISC/GETTY IMAGES

DAY TRIP: HOUSTON MUSEUMS

On steamy summer days, hole up in any of Houston’s 20-plus museums. Collections range from funky folk art to art cars to fine art. Take your pick of venues around the city or head to the Museum District downtown for 18 of them within walking distance of one another (11 offer free admission!).

QUICK ESCAPE: A SHOPPING GETAWAY TO L.A.

It’s no coincidence that Neiman Marcus’s origins are in Dallas. Texans love to shop. This story focuses on a girlfriend getaway to Los Angeles’ trendy shopping districts: Robertson Boulevard, Third Street, Rodeo Drive/downtown Beverly Hills, and Brentwood’s Montana Avenue.

TEX MIX: TRAVEL | FOOD | CULTURE | NEWS

Deep in the Heart: Kiteboarding in South Padre Island. Due to some unique characteristics, South Padre Island is gathering momentum as one of the best places to kiteboard.

Legendary Roadfood: Red Snapper Inn, Surfside Beach. This casual eatery with a nautical motif serves nearly everything fresh from the Gulf.

Out and About: Summer Best Bets in Park City, Utah.

Local Hits: Full-moon activities. Swim parties at Barton Springs Pool in Austin; NY-TX Zip Line Adventures near Tyler; Night Hikes at Estero Llano Grande State Park in Weslaco.

LOCAL COLOR: JILL LEWIS, COMPETITOR IN THE HOT SAUCE FESTIVAL

In its 20th year, the fest draws nearly 20,000 visitors who come to sample spicy products from several hundred commercial bottlers, restaurants, and amateur cooks. Longtime competitor, Jill Lewis, co-owner of Austin Slow Burn, a salsa business, talks about what it takes to win a trophy.

ADVERTISE IN TEXAS JOURNEY MAGAZINE

Texas Journey is a travel and lifestyle magazine for educated, affluent, and active readers who reside in Texas.

When readers see ads in *Texas Journey*, they extend the same unwavering loyalty and trust they have for the AAA brand to the advertiser’s brand and respond in kind. In fact, 71% of readers take some sort of action after reading *Texas Journey*. Not surprising—given the intense affinity *Texas Journey* evokes with AAA members—an editorial mention about upcoming events or attractions, tours, and new or unique dining experiences has resulted in “sell-out” situations for restaurateurs and event venues!

DEADLINES:

Space: April 30, 2010

Materials: May 7, 2010

First possible in-home date: June 21, 2010

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Total *Texas Journey* readers: 1,920,000

Call your local sales representative today to reserve your space in *Texas Journey*’s July/August issue.

Editorial calendar is subject to change.

