



**For Immediate Release**  
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## **THE RIO GRANDE THEATRE HONORED IN CULTURAL PARTNERSHIP WITH HERITAGE HOTELS & RESORTS**

**January 28, 2015** – For close to 90 years, the Rio Grande Theatre, located at 211 N. Main St., has been a fixture of downtown Las Cruces, serving as a community gathering place for generations of culturally diverse residents in southern New Mexico. In 2015, the Rio Grande Theatre celebrates ten years since its reopening as a completely restored and revitalized performing arts center. Recognizing the role this beautiful theatre plays within the community, Heritage Hotels & Resorts has announced a cultural partnership between the Hotel Encanto de Las Cruces and the Rio Grande Theatre.

Headquartered in Albuquerque, New Mexico, Heritage Hotels & Resorts has been a supporter of cultural and artistic ventures for more than a decade. This is seen not only in the regionally inspired design elements, artwork, cuisine, music and entertainment found in all eight New Mexico properties, but also in their community involvement and support through sponsorship of cultural programs and events. As a cultural partner of Heritage Hotels & Resorts, the Rio Grande Theatre will have a portion of revenue from every room night at the Hotel Encanto de Las Cruces donated toward its artistically significant endeavors. As part of this partnership, dinner theater packages for guests are available at [www.hotelencanto.com](http://www.hotelencanto.com).

“We are excited about our partnership supporting the Rio Grande Theatre,” said Belia Alvarez, General Manager of Hotel Encanto. “The building is one of Las Cruces’ cultural treasures and we are happy to refer our guests to experience premiere performance arts in Las Cruces at the theatre.”

“We at the Doña Ana Arts Council are thrilled to have Hotel Encanto helping us with our mission to improve the quality of life in southern New Mexico by bringing culturally rich entertainment, education and economic growth to Las Cruces,” said Executive Director for the Doña Ana Arts Council, Kathleen Albers. “This partnership allows us to further explore the possibilities and continue revitalization efforts on this beautiful community

treasure. 2015 marks ten years since the restored Rio Grande Theatre was re-opened as a performing arts center. We are honored to be part of this preservation initiative.”

Originally built in 1926 as a premiere movie palace, the Rio Grande Theatre closed in 1997, only to be rescued from obscurity by the Doña Ana Arts Council, then renovated and reopened on September 16, 2005 by a community pulling together to restore their beloved historic landmark. The theatre now operates as a full-service, 426-seat performance facility, playing host to a variety of performers, from children’s theatre and dance recitals to legendary musicians and national touring groups. The only remaining two-story adobe theatre in the country, the Rio Grande Theatre has been placed on the State Register of Cultural Properties and the National Registry of Historic Places. It continues to be a social hub of activity in southern New Mexico. A 10<sup>th</sup> Anniversary Celebration of the Rio Grande Theatre re-opening will be on September 12, 2015. For more information, visit [www.RioGrandeTheatre.com](http://www.RioGrandeTheatre.com) or call (575) 523-6403.

Founded by Jim Long in 2005, Heritage Hotels & Resorts is a collection of culturally distinct hotels in New Mexico and is the largest independent hotel brand in the state. Through their architecture, interior design, landscaping, cuisine, art, entertainment and music, Heritage Hotels & Resorts provides guests with a very rich, authentic, cultural experience. Hotel Albuquerque at Old Town and Nativo Lodge are located in Albuquerque, NM. Hotel St. Francis, Eldorado Hotel & Spa, Hotel Chimayo de Santa Fe and The Lodge at Santa Fe are located in Santa Fe, NM. Hotel Encanto de Las Cruces is located in Las Cruces, NM. Placio de Marquesa is located in Taos, NM. Each Heritage Hotel donates a percentage of its revenue to cultural causes. The company and its affiliate companies provide over 1,500 jobs in NM. You can find Heritage on Twitter at @HeritageHtIs or on Facebook at [Facebook.com/HeritageHotelsandResorts](https://www.facebook.com/HeritageHotelsandResorts) or at [www.hhandr.com](http://www.hhandr.com). High resolution photos of Hotel Encanto can be found at <https://www.flickr.com/photos/hhandr/sets/72157625390990629/>.