

For immediate release  
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### **McAllen – The Flavor of Mexico, Served up Texas Style**

Imagine a city warmed by sub tropical breezes and complemented by the spicy charms of Historic Old Mexico. Now imagine all that served up on a Texas platter overflowing with a smorgasbord of outdoor pleasures year round.

McAllen is just that.

Nestled in the heart of Texas' southernmost region, the Rio Grande Valley, McAllen is just a country two-step from Mexico's front door and the lovely resort beaches of South Padre Island. And, because the area is as far south as the tip of Florida, the weather is ideal, even in the dead of the winter, for outdoor sports and recreation.

The Rio Grande Valley is the most popular birding location in the U.S., and people visit from all over the globe to see some of the bird species that can be found nowhere else in the entire country. There are also several fine golf courses that are open year round with very reasonable green fees.

McAllen is also a major snowbird destination- or, as we affectionately call them, Winter Texans. Many activities are geared to our northern visitors, from outdoor events such as the annual Street Markets to nationally known indoor events like the Square Dance Jamboree, which attracts dancers from all over and gives McAllen bragging rights as the Square Dance Capital of the World.

American, Northwest and Continental offer jet flights daily to McAllen International Airport.

McAllen is a true bi-national destination. It has a flavor all its own- tangy and delightful- that tantalizes the senses while soothing the spirit. It is worth a visit.