

State of New Mexico
Energy, Minerals and Natural Resources Department

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News Release

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Officials Visit Elephant Butte Lake State Park

Elephant Butte, NM –Officials from the New Mexico Tourism Department recently spent an afternoon on the water during a familiarization boating tour of the state’s largest and most popular lake and state park. This was part of a joint effort between state agencies, local communities and chambers of commerce to market and increase tourism in the area.

“The New Mexico True campaign is an excellent example of interagency collaboration,” said Energy, Minerals and Natural Resources Cabinet Secretary David Martin. “We look forward to expanding our partnership.”

Elephant Butte Lake State Park personnel showcased miles of beautiful, boat-able water and briefed Tourism’s team on everything the park has to offer including park visitation, which has averaged 1.1 million visitors a year between 2003 and 2013.

“Our recent New Mexico True Tour to Elephant Butte Lake State Park was incredible,” said Tourism Cabinet Secretary Monique Jacobson. “I had so much fun boating and learning about all of the things to do there. We look forward to working with NMSP to boost tourism in all of our state parks and their surrounding communities.”

The New Mexico Tourism Department is advertising State Park programs including Elephant Butte Lake State Park’s first Kayak Fishing Tournament May 16-18, as well as upcoming events at Rockhound State Park in Deming, Storrie Lake State Park in Las Vegas and Oliver Lee State Park in Alamogordo.

State Parks reminds you to always make safety your number one priority—being prepared on the water and wearing lifejackets saves lives. State Parks offers FREE boating safety classes around the state and on-line throughout the year.

For more information, call 888—NMPARKS or visit www.nmparks.com



Tourism Department's Jordan Guenther, Cabinet Secretary Monique Jacobson and Deputy Secretary Brian O'Neill enjoy the water at Elephant Butte Lake State Park.

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The Energy, Minerals and Natural Resources Department provides resource protection and renewable energy resource development services to the public and other state agencies.

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