



**News release**

Contact: Kathryn Cooper  
Communications Manager  
2525 Bay Area Blvd., Suite 640  
Houston, Texas 77058  
Phone: 281.486.5535  
Fax: 281.486.5068  
Email: [kathryn@bayareahouston.com](mailto:kathryn@bayareahouston.com)  
Visit: [www.bayareahouston.com](http://www.bayareahouston.com)

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## BayTran and BAHEP promote Bay Area Houston Regional Brand

**BAY AREA HOUSTON, TEXAS** – The Bay Area Houston Transportation Partnership, BayTran, and the Bay Area Houston Economic Partnership, BAHEP, have joined forces to bring unique destination branding to the region. The endeavor has been named the *Bay Area Houston Regional Brand*.

“The purpose of this project is to visually enhance major transportation corridors with a regional theme, which would serve to beautify the NASA Bypass and other designated areas,” Coletta Castleschouldt, BayTran president, explained. These branded “gateways” will also allow visitors, particularly interstate travelers, to more easily identify cities and, consequently, the attractions that they offer.

Bob Mitchell, BAHEP president, stated, “We will be approaching our member cities within the next couple of weeks to determine where they would want to have the regional branding placed within their city limits.” Meetings have already been held with Dana Cote, district landscape architect with the Texas Department of Transportation, and local artist Scott Derr, a highway and bridge painting specialist, regarding implementation of the project.

The artwork that will be placed on an existing NASA Bypass structural support was originally designed by the famous space artist Pat Rawlings. It consists of a space shuttle orbiter integrated with a sailboat theme. The result is a space “sailship,” complete with an astronaut sailor, that glides high above NASA and Clear Lake - Galveston Bay.

Additional artwork shows a gold sailboat and space shuttle orbiter with black shading accompanied by the name of a Bay Area Houston city. This artwork will appear to sail the “waves” of the retaining walls that support the bridges throughout the region.

Both the BayTran and BAHEP organizations feel that the *Bay Area Houston Regional Brand* project will emphasize the uniqueness of the region. Mitchell noted, “Becoming a stakeholder in this important regional initiative gives our cities the opportunity to be a part of a contemporary enhancement project as well as to promote a strong regional theme supportive of Bay Area Houston.”

The artwork that will be painted on both the NASA Bypass support structure and the bridge retaining walls will have a special protective coating that will extend its durability, and its beauty, for approximately 15 years. Castleschouldt added, “The cost of the gold sailboat branding that includes the

city's name is very reasonable at just \$300 for each placement. Considering the lifespan of the artwork, that equates to an investment of just \$20 per year."

For more information and to become involved, please contact: *Coletta Castleschouldt* at [Coletta@infobatp.com](mailto:Coletta@infobatp.com) tel: 832.771.0773 or *Kathryn Cooper*, BAHEP's communications manager, at [Kathryn@bayareahouston.com](mailto:Kathryn@bayareahouston.com) tel: 281.486.5535.

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