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### **South Padre Island citizen nominated for the Rio Grande Valley Walk of Fame**

**South Padre Island, TX. Jan. 11, 2018:** The City of South Padre Island is pleased to announce that Jeff George is the City's nominee for the 2018 Rio Grande Valley Walk of Fame award. Jeff will be recognized and inducted into the Walk of Fame during the Hidalgo BorderFest Festivities, which is Mar. 2-4, 2018. The walk celebrates the life achievements and significant civic contributions that inductees have made to their Rio Grande Valley communities and South Texas.

Jeff George has contributed in many ways to the City of South Padre Island and the community. His efforts have increased public stewardship of our environment, grown tourism, resulted in international and national publicity and drawing researchers from around the globe coming to South Padre Island and the Rio Grande Valley.

Jeff George has been the executive director and leader of Sea Turtle, Inc. since 2000. Prior to that, he was the lead volunteer for the organization for eight years. For the past 25 years, Jeff has championed the development of eco-tourism in South Texas.

His passion for sea turtles and their marine environment has led to South Padre Island and the RGV becoming a "Must See" destination for all things sea turtle related. Rehabilitation, Research, Education, or Conservation; South Padre Island now attracts tourists and scholars from all over the world traveling to get up close and personal with these incredible and endangered reptiles.

Thanks to his efforts to carry on the work of Ila Loetscher, The Turtle Lady of South Padre Island, the Lower Laguna Madre, Gulf beaches and waters around South Padre Island are now considered important habitats for juvenile green sea turtles and nesting Kemp's Ridley sea turtles.

In January 2018, Sea Turtle, Inc. will open its \$6 million expansion which will further enhance South Padre Island as an ecotourism destination.

The City of South Padre Island is honored to have Jeff George represent the City in this year's Rio Grande Valley Walk of Fame.



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