



**MEDIA ALERT
November 16, 2004**

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**HOUSTON CELEBRATES GIS DAY 2004 WITH ELECTED
OFFICIALS, LAW ENFORCEMENT, BUSINESS LEADERS,
EDUCATORS AND AREA STUDENTS**

“KPRC TV 2 Chief Meteorologist Frank Billingsley serving as Keynote Speaker”

(Houston, Texas) ---- On Thursday, November 18, 2004 starting at 9:00a.m., the greater Houston region will officially celebrate Geographic Information Systems (GIS) Day 2004 at the University of Houston-Downtown Campus located at One Main Street in the Central Business District.

Presented by the Geographic Data Committee of the Houston-Galveston Area Council, GIS Day 2004 Opening Session will feature a variety of participants including: Houston City Council Member(s) Addie Wiseman, Ada Edwards, Carol Mims Galloway, Harris County Public Infrastructure Director Art Storey, Texas Southern University Associated Dean for External Affairs Carroll G. Robinson, University of Houston Professor Dr. Alberto Gomez-Rivas, Harris County Precinct Two Deputy Commissioner Roel Garcia and Michael Marcotte, Director of Public Works & Engineering for the City of Houston.

Geographic Information Systems or GIS Day 2004 is an international event that celebrates and recognizes the innovative ways in which GIS technologies are used to provide increased efficiency and the delivery of critical services to citizens by government agencies and private corporations. This technology is employed to address problems and challenges in many critical areas including homeland security, emergency response, environmental protection, health care, public works, zoning and land use, business site selection and many other areas.

According to numerous industry reports and academic studies, most citizens are unaware they are using and/or benefiting from GIS technology when they access a bank’s automated teller machine, view maps online and secure driving directions, receive an overnight delivery, rent a DVD or even order fast food from a national food-chain retailer.

For more information about GIS Day 2004, interview opportunities and request or for a schedule of events, please contact Maria Vera, GIS Coordinator for Houston TranStar at 713-881-3278 or visit the GIS Day 2004 website located at www.houstonareagisday.org.

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