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## US/ICOMOS at Work

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April E-News



Welcome to the “US/ICOMOS at Work” e-new blast, a monthly update on what US/ICOMOS is doing to preserve and promote world heritage and international knowledge exchange on preservation topics. We share these brief communications monthly with our members and supporters. Members will receive a more in-depth quarterly e-newsletter as well. If you are not currently a member, please [renew](#) or [join](#) to receive the full benefits of membership!

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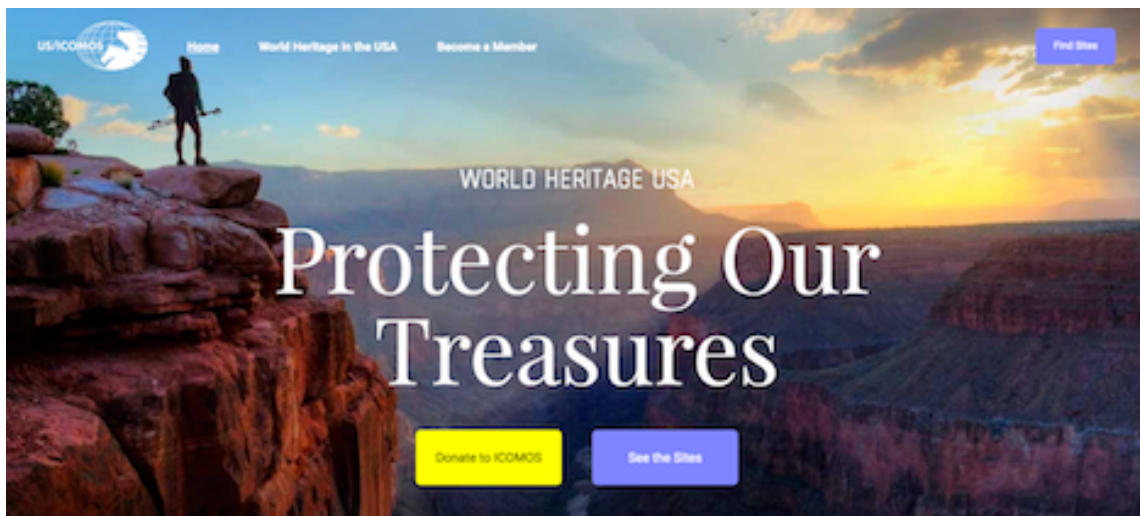
— LATEST NEWS & EVENTS —

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### *US/ICOMOS announces the Launch of WorldHeritageUSA on April 18, World Heritage Day 2017*

Every year since 1983, the International Council of Monuments and Sites (ICOMOS) and its National Committees have celebrated the “International Day for Monuments and Sites”—or, World Heritage Day—on April 18. The aim of World Heritage Day is to encourage local communities and individuals throughout the world to consider the importance of cultural heritage to their lives, and to promote awareness of its diversity, vulnerability and the efforts required to protect and conserve it.

This year, US/ICOMOS and the National Park Service (NPS) are launching a new initiative to bring attention to sites in the United States that are on, or in the process of seeking listing on, the World Heritage List.



To celebrate World Heritage Day, we are undertaking the following activities with NPS and other partners:

### Microsite Launch

On April 18, 2017, US/ICOMOS will go live with a new microsite, [www.worldheritageusa.org](http://www.worldheritageusa.org). Designed by the award-winning web development firm [Alex+Tom](#), the microsite will highlight sites in the US on the World Heritage List. The microsite will link to online resources that have enriched content on US World Heritage sites, and will highlight the role of the US in the creation of the global list, the advantages of listing, and the best ways to plan visits to and connect with US sites. The homepage for this site is pictured above: we encourage you to click through to enjoy this site and to share the link widely with colleagues, friends and family. A representative site page featuring a brief overview and links to more information is below.



## Mesa Verde National Park

New Mexico | Inscribed 1978



[www.nps.gov](http://www.nps.gov)



[whc.unesco.org](http://whc.unesco.org)

Mesa Verde, Spanish for green table, offers a spectacular look into the lives of the Ancestral Pueblo people who made it their home for over 700 years, from AD 600 to 1300. Today the park protects nearly 5,000 known archeological sites, including 600 cliff dwellings. This rich landscape provides a remarkable archaeological laboratory for enhancing our understanding of the Ancestral Puebloan people.

### Coordinated Social Media

For the 24 days after the April 18 microsite launch, leading up to the start of the travel season, one listed site per day will post under #WorldHeritageUSA. On the 24th day, sites on the U.S. Tentative List will be featured. One theme that sites will address is “Cultural Heritage and Sustainable Tourism”, in honor of the United Nations [International Year of Sustainable Tourism for Development](#).



2017  
INTERNATIONAL YEAR  
OF SUSTAINABLE TOURISM  
FOR DEVELOPMENT

We hope that all of our members and supporters will help celebrate World Heritage in the United States by visiting [www.worldheritageusa.org](http://www.worldheritageusa.org), sending tweets to @worldheritageusa and featuring and following social media posts tagged #worldheritageusa. We are excited at this chance to bring positive and sustained attention to World Heritage in the United States!

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*Membership support is crucial to our mission.*



US/ICOMOS is a U.S. historic preservation nonprofit whose mission includes both supporting the UNESCO World Heritage program and promoting international exchange in the cultural heritage field. You can learn more about us at [usicomos.org](http://usicomos.org).