

Things to Include in a Travel Brochure

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Location/Setting Alcatraz – Al Capone Does My Shirts

- Brief summary of the setting, with highlights of important places
Known as "The Rock" - a prison and housing for workers
- Location, including a map
Middle of San Francisco Bay
- Geography
Close to San Francisco and the Golden Gate Bridge

Island - surrounded by freezing water and strong currents
- Major cities, Well-known places
Found in 1775 when Spanish explorer Juan Manuel de Ayala traveled through San Francisco Bay

Named it "La Isla de los Alcatraces", which means "Island of the Pelicans."
- Historic Sites and Landmarks
Alcatraz was a prison for dangerous inmates

Includes a cell block
- Recreation and Outdoor Activities – parks, sports, water
Surrounded by water, but too cold to do anything in

Prisoners had to earn recreation rights, but families of the prison workers often had recreation activities that they could participate in - bowling, a social club, soda fountain
- Entertainment
Inmates were encouraged to read, and there was a large collection of books for them to choose from

Each prisoner had an earphone that they could use to listen to the radio

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- Climate and overall weather conditions
 - Foggy because of the bay
 - Damp and often rainy
 - Best season is the fall
- Transportation
 - People took a ferry on and off of the island
- Arts & Culture, including museums, theaters, places to visit
 - Alcatraz is now a popular tourist spot, and there are museums that contain things made by the prisoners
 - Beautiful gardens were planted outside of Alcatraz to make it look better
 - Many birds and other wildlife live on the island
- Languages and Local Dialect
 - Since prisoners came from all over the country, there were many dialects spoken at Alcatraz
- Food that the area is known for
 - A typical dinner menu included soup, salad or vegetable, starches [bread/rolls, and potatoes, rice, or pasta], meat main dish, and dessert [pie, cake, or ice cream].
 - Special meals, usually including turkey with oyster dressing, were served at holidays, along with special gift packages containing candy, fruit, and cigarettes.
- Pictures/Graphics
 - <http://www.alcatrazhistory.com/exteriorpage.htm>
 - <http://www.cr.nps.gov/museum/exhibits/alca/overview.html>
- Additional Information
 - No longer a working prison, Alcatraz is a tourist attraction