

March 10, 2021

To: Fortuna Business Improvement District, City of Fortuna, Senator Mike McGuire Office, Assembly Jim Wood, Fortuna Chamber of Commerce, Local News and Media

From: Richard Cortez; Ferndale Parlor President, Native Sons of the Golden West
**Photo of plaque attached*

NATIVE SONS OF THE GOLDEN WEST PRESS RELEASE

Fortuna ... NATIVE SONS OF THE GOLDEN WEST TO COMMEMORATE HISTORIC FORTUNA BUILDING.

On March 27, 2021, at 11:00 a.m., the Native Sons of the Golden West will be recognizing 906 Main Street as the oldest commercial building still standing in Fortuna, CA. They will be honoring it with a plaque and ceremony to commemorate its status as a historical landmark. Grand Parlor Grand President Joseph A. Castillo and the Ferndale Parlor President Richard Cortez will be facilitating the dedication. The plaque will read as follows:

“Built-in 1889, and affectionately known today as the “Low’s Building”, this three-story structure is the oldest surviving commercial building in the downtown area. Originally built as a meeting hall for the town and later used by various fraternal organizations for the same purpose, in the early 1900s, the building was renamed to Hansen-Hunter Co. Building and change use becoming a furniture and undertaking business. In 1955, the Low family purchased the building and continued to operate it as a furniture store until 2016 when they retired. The elevator was installed in 1913 and was manufactured by the world’s largest manufacturer of vertical transportation systems, the Otis Elevator Company.”

Information from Wikipedia on the **Native Sons of the Golden West**; it is a fraternal service organization founded in 1875, dedicated to historic preservation, documentation of historic structures and places in the state, the placement of historic plaques, and other charitable functions within California. In 1890 they placed the first historical marker in the state to honor the discovery of gold which gave rise to the state nickname "Golden State" and "Golden West."

For more information on the plaque presentation, ceremony, and ribbon cutting, please reach out to Richard Cortez Ferndale Parlor President, Native Sons of the Golden West at nsgwrichardcortez@gmail.com.

The ceremony will take place, Saturday, March 27, 2021, at 11:00 a.m., at 906 Main Street, Fortuna CA 95540.

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MEDIA FOR FURTHER INFORMATION CONTACT:

Organization: **NATIVE SONS OF THE GOLDEN WEST**, Richard Cortez

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Submitted by: Keith Coulombe, First Vice President & Financial Secretary, Native Sons of the Golden West