

Tom Mix Foundation – PRESS RELEASE

Subject - Tom Mix District Designation

Press release for all news media **FOR IMMEDIATE RELEASE**

City of Dewey Officially Approves “Tom Mix District” Designation for Downtown Dewey, OK

The City of Dewey has officially approved the designation of its downtown area as the **“Tom Mix District,”** marking a significant step in celebrating the community’s rich Western heritage and strengthening its identity as a regional destination.

The designation follows a presentation by the **Tom Mix Foundation** to the Dewey City Council, outlining the historical importance of Tom Mix and the opportunity to unify and elevate downtown Dewey through a cohesive identity. After discussion, the Council approved the measure and will move forward with implementation planning.

“Dewey has a unique and powerful story to tell, and Tom Mix is at the heart of it,” said representatives of the Tom Mix Foundation. “This designation honors that history while positioning downtown for a vibrant and successful future.”

Honoring a Historic Legacy

Dewey is nationally recognized as the home of **Tom Mix**, who served as the city’s town marshal in 1912 before rising to fame as one of the first global movie stars of the silent film era. Today, the city preserves this legacy through the **Tom Mix Museum**, the restored **Tom Mix Jail**, and annual celebrations such as **Western Heritage Weekend**.

By formally naming downtown as the **Tom Mix District**, the City aims to highlight this distinctive heritage and create a unified theme that reflects its historic roots.

Strengthening Community and Economic Growth

The designation is designed to:

- Strengthening downtown Dewey’s identity and community pride
- Enhance tourism and marketing efforts
- Support local businesses and economic development
- Encourage historic preservation and reinvestment
- Create a framework for consistent planning, signage, and improvements

City officials noted that establishing a recognizable district will improve visibility for businesses, attract visitors, and align with existing tourism assets and events.

A Destination for the Future

With the creation of the **Tom Mix District**, Dewey reinforces its commitment to preserving its Western heritage while building a strong, vibrant future for its downtown core.