

November 1,

Get ready to **Kick It Old School** with VTC!



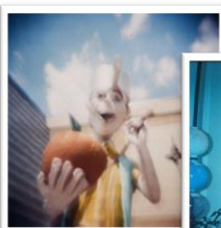
This past October 17 at the VA-1 tourism conference, Virginia Tourism Corporation distributed something new and unique to our DMO and community partners—a **VIFL La Sardina lomography camera**. Each partner is receiving their own lomography camera to ‘Sell Us In Seven!’ Using your new VIFL lomography camera, VTC wants to know what your top seven, local favorites are: seven experiences unique to you and your locality that you want to share. Using your new VIFL La Sardina lomography camera, FIND, SHOOT and SHARE with us your SEVEN TOP experiences which may

escape the normal visitor or have a special place in the psyche and heart of your community – locations or experiences that are authentic, unexpected, nostalgic, love-worn or off-the-beaten path. Each partner can submit a minimum of **seven images** to return to VTC, along with an accompanying **WHERE** and **WHY** description for each image/location/experience chosen. In 2012, VTC will be incorporating what locals cherish and love best about their home community into our LOVE campaign. Who better than a local to know the best ... BBQ shack and home-style kitchen; drive-in theatre and long-standing attraction; farmers market and mercantile; home-spun museum and eccentric shop?



Why Lomography?

Your Virginia is for Lovers Sardina lomography camera is hard plastic, uses regular 35mm film and is manually advanced. VIFL La Sardina images result in a range of unexpected outcomes from varied and amplified color to multiple exposures, all eyed by your creativity and a *shoot-from-the-hip* attitude. The VIFL La Sardina camera embodies the spirit of creativity and the unexpected.



The BIG Surprise!

The sharing of your unique vision of your home and community, of what gets your attention and what is authentic and unique to your locality, is what tourism is all about. To help amplify your vision and community’s marketing efforts VTC is offering the chance for your locality to be one of the four cover images featured on a 2013 VIFL Travel Guide. A lomography image submitted to VTC by a Virginia DMO/community which most embodies the spirit and creativity of the lomography lifestyle will secure that community one of the four 2013 Travel Guide covers.



ALL IMAGES TO BE CONSIDERED FOR A TRAVEL GUIDE COVER MUST BE SENT TO VTC AND ARRIVE BY **JANUARY 10, 2012.**

And the rest ...

Is all outlined in your enclosed **VIFL La Sardina lomography camera guide**, including links to lomography tips and tricks and a model release to copy and use if your picture has a recognizable person present. Please review the guide and contact us if you need more information or assistance.

Best wishes and **HAPPY SHOOTING!**