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Virginia Hosting National Outdoor Writers
- Roanoke Conference Results from “Team Virginia” Effort -

Media Only

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RICHMOND, Va. – The Commonwealth of Virginia and the city of Roanoke kick off the 80th annual conference of the Outdoor Writers Association of America in Roanoke on Sat., June 16. Approximately 450 registrants will participate in a diversity of workshops and networking events as well as programs that provide exposure to Virginia outdoor experiences.

“This meeting of the nation’s best outdoor journalists will provide tremendous media exposure for Virginia’s outdoor product,” said Alisa Bailey, Virginia Tourism Corporation president and CEO. “A couple dozen members arrived in the state on Thursday of this week for statewide pre-conference tours, and others will be staying on after the conference for Virginia post-tours. Accompanying spouses will also be escorted on special tours during the conference.”

The Commonwealth landed the conference three years ago, in 2004, as a cooperative effort by “Team Virginia,” including local co-chairs, Mark Taylor of the Roanoke Times and Bill Cochran, outdoor host of Roanoke.com; and staff of the Department of Conservation and Recreation, Department of Game & Inland Fisheries, Marine Resources Commission, the Virginia Tourism Corporation, the Roanoke Valley Convention & Visitors Bureau, and The Hotel Roanoke & Conference Center.

“Exposing these journalists to Virginia’s very diverse and extensive outdoor recreation opportunities firsthand will inspire media coverage for years to come,” Bailey said. “The friendships we make at this conference allow us bring back journalists year after year, thus promoting Virginia as the outdoor mecca that it is.

Travelers’ expenditures in Virginia totaled \$16.5 billion in 2005 and supported more than 207,000 jobs for Virginians.

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