

June 29, 2007

**Virginia Tourism Corporation's Marketing Leverage Program
Announces Successful Applicants for Spring 2007**

- Program to Stimulate New Partnerships, Increase Visitor Spending-

Media Only

Martha Steger, APR, Fellow PRSA
Public Relations Director

TEL (804) 545-5572

EML msteger@virginia.org

Virginia Tourism Corporation

901 East Byrd Street
Richmond, VA 23219-4048 USA

TEL (804) 545-5500

FAX (804) 545-5501

www.virginia.org (consumer)

www.vatc.org (industry)

RICHMOND, Va. – The Virginia Tourism Corporation announced on Tues., June 26, the successful applicants for the Spring 2007 funding cycle of the VTC Marketing Leverage Program. The VTC Marketing Leverage Program stimulates new, statewide tourism marketing programs through the creation of tourism partnerships.

“The objective of this program is to leverage limited tourism marketing dollars throughout the Commonwealth,” said Alisa Bailey, VTC president and CEO. “The partners in the applications help realize our common goal of attracting more people to Virginia, enticing them to stay longer and spend more money.”

The awards, totaling \$436,319.00, are listed below. Tourism in Virginia is a \$16.5 billion industry, supporting more than 207,000 jobs for Virginians. For free information on vacation-planning assistance, call 1-800-932-5827 or go to www.Virginia.org.

Name of Program	Lead Partner	Locality
<i>The Bedford Wine Trail</i>	Bedford City and the County Office of Tourism	Bedford
<i>Eastern Shore Artistic Hospitality Venture</i>	Eastern Shore of Virginia Tourism	Tasley
<i>Where Hospitality Meets History - Virginia's Central Shenandoah Valley</i>	Central Shenandoah Valley Bed & Breakfast represented by By the Side of the Road B & B	Harrisonburg
<i>Come to Abingdon for Arts of Historic Proportions</i>	Abingdon Convention and Visitors Bureau	Abingdon
<i>Extended Big Walker National Scenic Byway Marketing Coalition</i>	Big Walker Lookout	Wytheville
<i>Dinner at the Link</i>	O.Winston Link Museum	Roanoke
<i>Gathering in Gap Marketing Campaign</i>	Friends of Southwest Virginia Museum Historical State Park/Southwest Virginia Museum	Big Stone Gap
<i>Radford Tourism Initiative</i>	City of Radford	Radford
<i>Grayson's Golden Opportunity</i>	Grayson County	Independence
<i>Round the Mountain Marketing Initiative</i>	Round the Mountain: Southwest Virginia's Artisan Network	Abingdon
<i>Wilderness Road Marketing Initiative</i>	Wilderness Road	New Market
<i>The Blue Ridge Plateau Tourism Ambassador Program</i>	The Blue Ridge Plateau	Hillsville

~ more ~

NEWS

Name of Program	Lead Partner	Locality
<i>Virginia State Barbecue Championship - Smoke on the Mountain - 2007</i>	Twin County Regional Chamber of Commerce	Galax
<i>Sporting Events-Special Opportunities-Guaranteed Results</i>	City of Salem	Salem
<i>Make the Wise Choice</i>	Wise County Tourism Committee	Wise
<i>The Crooked Road in Print and Other Media</i>	The Crooked Road: Virginia's Heritage Music Trail	Abingdon
<i>Heart of Virginia Area Directory Brochure and Map</i>	Town of Farmville	Farmville
<i>Appomattox; history....and so much more</i>	Appomattox Department of Tourism	Appomattox
<i>The Pound - Where the Crooked Road Bends</i>	Town of Pound	Pound
<i>2008 Cabin Fever Series Beach Music Festival</i>	Event Zone	Roanoke
<i>Getaway to the Great Outdoors</i>	Wytheville Convention & Visitors Bureau	Wytheville
<i>Clinch Mountain MusicFest Marketing Program</i>	Southwest Virginia Community Foundation, Inc.	Gate City
<i>Fauquier and Warrenton Heritage Tourism Program</i>	Fauquier County Department of Economic Development	Warrenton
<i>Start Exploring Botetourt County</i>	Botetourt County Office of Tourism	Fincastle
<i>Roanoke Valley Crossroads to Settlement Along the Wilderness Road</i>	Roanoke Valley Convention & Visitors Bureau	Roanoke
<i>Meet Me in PWC</i>	Prince William County/Manassas Convention & Visitors Bureau	Manassas
<i>Petersburg Area History & Heritage Campaign</i>	Petersburg Area Regional Tourism Corporation	Petersburg
<i>Horseplay in Henry County</i>	Colonial Downs	Ridgeway
<i>Eastern Shore Travel Pack</i>	Blue Crab Bay Co/Bay Beyond, Inc.	Melfa
<i>Convention Network</i>	Richmond Metropolitan Convention & Visitors Bureau	Richmond
<i>Music from the Crooked Road: Mountain Music of Virginia</i>	Blue Ridge Traditional Arts, Inc.	Galax
<i>Southwest Virginia Blue Ridge Highlands Marketing Enhancement Program</i>	Blue Ridge Travel Association of Virginia	Pulaski

#