**MEDIA ALERT / INVITATION TEMPLATE**

**Email Subject:** Media Alert: Share the LOVE with Organization/Locality & Virginia Tourism, Day, Date

Today’s Date

**FOR IMMEDIATE RELEASE**

**WHO:** Organization, VIPs/notable Attendees and Virginia Tourism

**WHAT**: Join us for the unveiling of Virginia’s newest LOVE sign and a celebration of travel and tourism in locality.

**WHERE**: Location with Address

**WHEN**: Date and Time

**RSVP:** (Optional)Please RSVP to Name at Phone/Email by Date.

**MORE:** Your organization’s or locality’s boilerplate or tourism message.

-OR- Tourism is an instant revenue generator for Virginia. In 2019, tourism generated $27 billion in revenue, supported 237,000 jobs and provided $1.8 billion in state and local revenue for the Commonwealth. The LOVEworks program is an extension of the iconic Virginia is for Lovers brand, designed to promote travel throughout the Commonwealth.

**CONTACT:** Name

Phone Number

Email Address

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Note to media: Images of LOVEworks from around the Commonwealth are available at [www.pressroom.virginia.org](https://pressroom.virginia.org/)*,* the official pressroom of the Virginia Tourism Corporation.