**Messaging & Copy Options**

1. Adventure is the destination. WanderLove is about reconnecting with what you love: product/experience #1, product/experience #2, and the winding roads in between. Plan your next road trip at website.

* *Adventure is the destination. WanderLove is about reconnecting with what you love: the quaint small towns, the calming waterside views, and the winding roads in between. Plan your next road trip at visitesva.com.*
* *Adventure is the destination. WanderLove is about reconnecting with what you love: the world-renowned wineries, the rolling countryside, and the winding roads in between. Plan your next road trip at visitloudoun.org.*

1. From product to product, reconnect with what you love this summer on a road trip to destination.

* *From scenic drives to hidden gems, reconnect with what you love this summer on a road trip in the Shenandoah Valley.*

1. WanderLove is calling. Explore beyond your own backyard this summer/fall on a road trip to destination.

**Additional Social Options**

1. Feeling that itch to visit destination again? That’s your WanderLove calling.
2. Adventure is the destination. Get back out there and reconnect with what you love in destination.