**[Grant recipient] Receives Virginia Tourism Corporation WanderLove Recovery Grant for Tourism Marketing**

Governor Ralph Northam announced today that [grant recipient] received [$$$$$] from the Virginia Tourism Corporation (VTC) WanderLove RecoveryGrant Program, a new grant made available to Virginia’s Destination Marketing Organizations (DMOs) across the Commonwealth that have been heavily impacted by the novel coronavirus pandemic to fund recovery marketing initiatives.

$866,504 in marketing grant funds were awarded to 90 Destination Marketing Organizations as part of the DMO WanderLove Recovery Grant program. One of the 90 grants submitted, [Recipient] received [$$$$] for its [name of project]. [Recipient] partnered with [names of partners] to [description of project, importance to the community, etc.].

[Insert quote from local tourism official]

As Virginia begins phase three of the [Forward Virginia](https://www.virginia.gov/coronavirus/forwardvirginia/) plan, there is a lot of pent-up demand for leisure travel and people are seeking safe, close-to-home destinations that allow for social distancing and access to open spaces. With this in mind, the WanderLove campaign provides travel inspiration for road trips, outdoor recreation, hidden gems, small towns, and Virginia’s signature [LOVEworks program](https://www.virginia.org/love).

“Virginia tourism is a critical sector of our economy and has been heavily impacted by the coronavirus pandemic,” said Governor Ralph Northam. “Getting travelers back on the road and spending money in our cities and towns is one of the fastest ways to inject dollars back into our economy and our communities. The Virginia Tourism Corporation’s DMO WanderLove Recovery Grants gives localities the ability to market their destination as safe and welcoming when visitors are ready to resume travel.”

Tourism is one of the Commonwealth’s largest economic engines, with visitors to [locality] spending more than [$$$$] in 2018, supporting [number] work opportunities and contributing [$$$$] in local and state tax revenue. The tourism and hospitality industries have also been among the hardest-hit by the pandemic, experiencing decreased revenue and job loss, along with the temporary closure of many tourism-related businesses. A revived tourism economy can help spur new economic activity and inject critical funds back into Virginia communities.

[About Grant Recipient]

**About Virginia Tourism Corporation**

Virginia Tourism Corporation is the state agency charged with marketing the Commonwealth as a premier travel and film destination. In 2018, visitors to Virginia spent $26 billion, which supported 234,000 work opportunities and contributed $1.8 billion in state and local taxes. In 2019, Virginia is for Lovers celebrates its 50th anniversary. To learn more, visit [virginia.org](http://www.virginia.org/50YearsOfLove)