**NEWS RELEASE TEMPLATE**

**Newest LOVEwork unveiled in locality**

***Visitors encouraged to take pictures and share on social media with #LOVEVA***

LOCALITY (Date) – Organization today unveiled a life-sized LOVE artwork, now on display at specific location.

Created as part of a state and local partnership to promote travel and tourism, the artwork is an extension of the "Virginia is for Lovers" brand, one of the most beloved and iconic slogans in the world.

The name of LOVEwork is one of more than 300 [confirm with VTC] giant LOVE letters, called LOVEworks, in towns and cities across the Commonwealth. They serve as a backdrop for visitor photos from their vacations, engagement announcements, family gatherings and more.

"Virginia is for Lovers is about doing the things you love to do on vacation with the people you love most," said Rita McClenny, President and CEO of the Virginia Tourism Corporation. "The new LOVEwork at LOCATION captures that idea perfectly, and gives you an authentic sense of place as it showcases INSERT YOUR ASSETS/UNIQUE CHARACTERISTICS HERE. We are excited that LOCATION will help us share the LOVE with travelers, helping them to discover for themselves why Virginia is for Lovers.”

While the LOVEworks are a branding initiative designed to promote Virginia’s unique destinations and engage travelers with the mission of Virginia is for Lovers, they also encourage visitors to support local artists and communities, honoring the message of love in Virginia. Each LOVE installation is a reflection of the community in which it stands, and the name of LOVEwork is no exception.

DESCRIPTION OF LOVEWORK/MEANING

QUOTE FROM LOCAL OFFICIAL

PARAGRAPH ABOUT LOCAL EVENT/DESTINATION/COMMUNITY

Visitors to the LOVEwork are encouraged to share your photos on social media using #LOVEVA and destination hashtag (if applicable).

A full list and map of statewide LOVEworks can be found at [Virginia.org/LOVE](https://www.virginia.org/love).

*Tourism is an instant revenue generator for Virginia.* *In 2022, tourism generated $30.3 billion in revenue, supported more than 210,000 jobs and provided $2.2 billion in state and local revenue for the Commonwealth. OR HIGHLIGHT LOCALITY-SPECIFIC DATA.*

###

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