



NEWS RELEASE

**For Immediate Release
November 9, 2016**

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ORANGE COUNTY PARKS AND RECREATION HONORED WITH AWARD AT VIRGINIA RECREATION & PARK SOCIETY ANNUAL CONFERENCE

Orange County, VA – Orange County Parks and Recreation was recently honored with a VRPS (Virginia Recreation & Park Society) Award at its Annual Conference held this year in Roanoke, VA on November 7, 2016. The category of the award was “Best Promotional Effort – Traditional” (Population 25,001-50,000). The award was received in recognition of the discount movie ticket flyers that were produced and used primarily in 2015.

These movie ticket flyers were intended to help make citizens aware that Orange County Parks and Recreation offers discount movie tickets valid at any Regal Cinema theater. The flyers were parody versions of recognizable movie posters. While they were parodies, they were not satirical in the sense of making fun of those movies. Rather, the posters were used as a canvas, and placed important information about the discount movie tickets where the tagline or movie information would have been found. The intent was to create something that would draw attention, while reminding potential customers of fond memories created watching classic movies.

The design of the movie ticket flyers was handled in-house with the use of readily available programs like Microsoft Office Publisher and Powerpoint. With the posters as a base, clip art and public domain photographs were used to create the flyers. All that was needed was some creative manipulation of some of Microsoft Office’s lesser-used features.

Posters were created that would tie in with the time of year they were used for promotions. For example, in the summer, a movie poster based on the famous Jaws poster. These flyers were posted around the County and on Facebook throughout the year. Many citizens would comment on the flyers and how amusing they were. They appeared to be successful, as more movie tickets were sold in 2015 than any year before, despite a price increase from Regal Cinemas. Movie tickets are available year round. They never expire and can be used at any Regal Cinema for any movie.

This is the second time in recent years that Orange County Parks and Recreation has been recognized with a VRPS Award. The last award received was for “Best New Special Event” (Population 25,001-50,000) in recognition of the first year of the annual Liberty Ride event in 2012.

For additional information regarding Regal Cinema movie tickets or other recreational activities, please contact Orange County Parks and Recreation at (540) 672-5435.

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