



NEWS RELEASE

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VIDEO SHOWCASING ORANGE COUNTY, VIRGINIA RELEASED

Orange, Virginia – The Orange County, Virginia Department of Tourism in conjunction with local businesses and organizations is excited to announce the release of a new video depicting the experience of visiting Orange County, Virginia. The video, *Visit Orange County, Virginia*, highlights many of the spectacular views, activities and businesses available in this Central Virginia County visited by hundreds of thousands of visitors each year.

Using aerial footage the video affords potential visitors a snapshot of what Orange County, VA has to offer. From award winning wineries, wonderful accommodations, fantastic restaurants serving locally grown food, bucolic countryside, Civil War historical sites, adventurous activities, to James Madison's Montpelier, the video captures most, but not all, of what Orange County, VA has for its guests. The 3 and 1/2 minutes of video was filmed and produced by Scene Alive of Washington, DC.

Leigh Mawyer, Orange County Virginia Tourism Manager said, "We are thrilled to release this video as a wonderful example of a private/public marketing partnership that depicts Orange County, Virginia's sights, sounds and the scope of experiences so well." She added, "Along with showcasing the breath of the county's natural beauty and hospitality, it also emphasizes what makes Orange County, Virginia stand out from other localities that share the same name."

"The video is as real as it gets because no actors were used" said David Scibal, owner of Inn at Willow Grove. "All speaking parts are either the owners or employees of the local establishments. Since everyone in the video enjoys living and working here in Orange County, Virginia there was no shortage of willing spokespeople."

While the project was privately funded with no cost to the taxpayers, the Tourism Department was pivotal in getting everyone involved. "The cost of projects such as this video can easily reach \$10,000 or more" said Jay Billie of the Inn at Westwood Farm. He added, "It's amazing what the private and public sectors can accomplish by working together."

The video can be seen on the Orange County, VA Tourism website at www.visitorangevirginia.com and will be available to any business and organization in Orange County who wishes to post it.

Scene Alive is a production firm specializing in cinematography, photography, videography and any other media to visually display your own unique story. Scene Alive is led by Eduardo Gonzalez as lead director and editor and Calvin Runji as director of photography and production. They can be reached at create@scenealive.com or (202) 656-5551.

Orange County, Virginia is located 72 miles from the State capital, Richmond; 75 miles from Northern Virginia; 87 miles from the Nation's capital, Washington, D.C.; and only 25 miles from Charlottesville. The Orange County Tourism Department, along with its local partners, remains focused on increasing tourism revenues and visitation to the County for the benefit of its citizens and businesses.

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