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## NEWS RELEASE

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# VIDEO SHOWCASING ORANGE COUNTY WINS VIRGO AWARD

Orange, VA – May 1, 2015 – The Orange County Department of Tourism recently received top honors at the Virginia Association of Convention and Visitors Bureaus'(VACVB) Spring meeting on April 30 in South Boston. For the seventh consecutive year, VACVB presented the VIRGO Travel and Tourism Awards paying tribute to individuals, groups, businesses and destination marketing organizations that significantly contribute to the Commonwealth of Virginia's economy through tourism promotion and development.

The Orange County Department of Tourism received the VIRGO Award in the category of **Advertising and Promotions: Online Marketing for budgets under one million dollars** for the 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 beyond thrilled to have received this award for a project that truly represents all the wonderful people and sights that are here in Orange County. This award is truly a community award."

The success of this project is due in large part to the support and ingenuity of David Scibal, owner of the Inn at Willow Grove and Jay Billie, owner of the Inn at Westwood Farm. The video project was privately funded with no cost to the taxpayers, and was a collaborative effort between local businesses and the Department of Tourism. The video can be seen on the Orange County, VA Tourism website at [www.visitorangevirginia.com](http://www.visitorangevirginia.com) and is available to any business and organization in Orange County who wishes to post it.

For more information, please contact Leigh Mawyer, Tourism Manager, at 540-661-5328 or [lmawyer@orangecountyva.gov](mailto:lmawyer@orangecountyva.gov).

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