



**VISIT FAIRFAX RECEIVES \$10,000 GRANT, WILL CELEBRATE “50 YEARS OF LOVE”
IN PARTNERSHIP WITH VIRGINIA TOURISM CORPORATION**

*Fairfax County to welcome “LOVEwork” sign in celebration of 50th anniversary
of “Virginia is for Lovers” tourism slogan*

Fairfax County, VA – (March 28, 2019) – Visit Fairfax, Fairfax County’s official tourism organization, announced today that it has received a \$10,000 grant from the Virginia Tourism Corporation (VTC) “50 Years of Love” grant fund and will use the funds to celebrate the 50th anniversary of the iconic “Virginia is for Lovers” tourism slogan with a special activation this summer.

In celebration of this golden anniversary, Visit Fairfax has partnered with the Fairfax County tourism community to welcome its first-ever permanent “LOVEwork” sign to the destination in a way that honors the spirit of travel. The iconic Virginia LOVE letters will make their debut on The Plaza at Tysons Corner during National Travel and Tourism Week, a time to celebrate the impact of tourism and the benefit of travel.

Throughout the summer of 2019, the mobile “LOVEwork” will travel around Fairfax County to various attractions, representing the eclectic visitor experiences within the destination, before finding a permanent home at the Workhouse Arts Center in Lorton. The letters will be creatively “bedazzled” by several of the artists-in-residence at the Workhouse Arts Center, making the new Fairfax County “LOVEwork” sign a unique piece of art that visitors will enjoy for years to come.

From May through August, visitors and residents can see and take photos with the LOVE letters at the following locations:

- May 9 – May 19: The Plaza at Tysons Corner Center
- May 21 – May 27: Roer’s Zoofari
- May 29 – June 4: Reston Town Center
- June 6 – 9: Celebrate Fairfax! Festival, Fairfax County Government Center
- June 11 – 16: George Mason’s Gunston Hall
- June 18 – June 24: The Winery at Bull Run
- June 26 – July 1: Caboose Brewing Company’s Caboose Commons at Mosaic District
- July 3 – July 10: George Washington’s Distillery & Gristmill
- July 12 – July 24: Wolf Trap
- July 26 – August 4: Frying Pan Farm Park
- August 6 and beyond: Workhouse Arts Center

“50 Years of Love” is part of VTC’s efforts to celebrate the 50th anniversary of its long-running slogan, which was created in 1969 by Richmond-based advertising agency Martin & Woltz.

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In total, VTC awarded \$300,000 to 30 tourism marketing programs across the Commonwealth to help increase visitation and revenue. Each grant recipient received \$10,000 for this project, with the requirement of engaging 10 or more tourism partners.

“Visit Fairfax is privileged to be among those chosen for the ‘50 Years of Love’ grant, as we celebrate this great anniversary of such an iconic brand,” said Barry Biggar, President and CEO of Visit Fairfax. “Fairfax County indeed has such a wide array of tourism experiences, and we welcome our visitors and residents to explore these locations during this exciting summer program.”

“‘Virginia is for Lovers’ is one of the most iconic tourism slogans in the world, and we are thrilled to be celebrating fifty years of LOVE with partners from around the Commonwealth in 2019,” said Rita McClenny, President and CEO of Virginia Tourism Corporation. “This grant program provides an engaging opportunity for destinations across the state to showcase what makes a vacation in Virginia so special, and helps to show travelers why ‘Virginia is for Lovers’ still rings true fifty years later.”

The Virginia Tourism Corporation is the state agency responsible for marketing Virginia to visitors and promoting the “Virginia is for Lovers” brand, which is celebrating 50 years in 2019. Tourism is an instant revenue generator in Virginia. In Fairfax County alone, the tourism industry contributes over \$3 billion to the economy. In 2017, visitors to Virginia spent \$25 billion, which supported 232,000 jobs and contributed \$1.73 billion in state and local taxes.

More information about the summer “LOVEwork” locations and dates, as well as other exciting tie-ins, will be posted on <http://www.fxva.com>. For more information about VTC’s “50 Years of Love,” please visit <https://www.vatc.org/50YEARSOFLOVE>.

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About Visit Fairfax

*Visit Fairfax (www.fxva.com) is the official tourism organization for Fairfax County, Virginia. Charged with destination marketing and tourism promotion, it is directed by many of the County's top tourism and hospitality leaders. For more information on deals, events and more, download the free Visit Fairfax app at www.fxva.com/plan-your-trip/mobile-app. Be sure to follow us on Facebook (www.facebook.com/visitfairfaxva), Twitter ([@VisitFairfax](https://twitter.com/VisitFairfax)), and Instagram ([@VisitFairfax](https://www.instagram.com/VisitFairfax)) for travel inspiration and tips. **Hashtag: #FXVA***

About Virginia is for Lovers

50 years after its creation, “Virginia is for Lovers” continues to be one of the most recognizable and iconic tourism slogans of all time. “Virginia is for Lovers” was inducted into the Madison Avenue Advertising Walk of Fame on September 21, 2009. The slogan was included in the Advertising Icon Museum alongside fellow 2009 inductees, the AOL Running Man, the Budweiser Clydesdales, and State Farm's "Like a Good Neighbor, State Farm is There." This recognition came on the heels of Forbes.com tapping "Virginia is for Lovers" as one of the top ten tourism marketing campaigns of all time. Today, a new generation is discovering love for Virginia’s mountains, beaches, history, theme parks, vibrant cities, outdoor activities, sports and hospitality.

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