



**CONTACT**  
Sarah Mars Bowie  
2019 Commemoration  
[Sarah.marsbowie@finnpartners.com](mailto:Sarah.marsbowie@finnpartners.com)  
PH: (202) 974-5081

**FOR IMMEDIATE RELEASE**

**VIRGINIA'S 2019 COMMEMORATION SELECTS FINN PARTNERS AND SPECTRA AS AGENCIES OF RECORD FOR AMERICAN EVOLUTION CAMPAIGN**

***2019 Commemoration Includes More Than 20 Events and Nine Legacy Projects That Showcase Virginia's Global Leadership in Education, Economic Development and Tourism***

WILLIAMSBURG, VA, (March 9, 2017) – The 2019 Commemoration has selected the firms of Finn Partners and Spectra by Comcast Spectacor to drive public relations and fundraising programming and activities for Virginia's AMERICAN EVOLUTION™ campaign. The multi-year campaign, which consists of 20 events and nine legacy projects, highlights the series of events that occurred in 1619 and set Virginia and America on a course towards the ideals of Democracy, Diversity and Opportunity.

"The 2019 Commemoration has retained top notch firms Finn Partners and Spectra to elevate Virginia's history to the national stage and engage local and national audiences as we explore the 400-year arc of history that continues to influence our future," said Kathy Spangler, Executive Director, 2019 Commemoration. "The professionalism, expertise, creativity and tenacity demonstrated by Finn Partners and Spectra will advance the Commonwealth's planning and implementation of the AMERICAN EVOLUTION campaign and will build long-term awareness among Virginia and national audiences."

Together Finn Partners, Spectra and the 2019 Commemoration will generate awareness and interest in Virginia's, and our nation's, complex history and promote visitation to Virginia's historic sites. Finn Partners will deliver comprehensive communications and media relations support to the 2019 Commemoration. Working closely with 2019 Commemoration communications, education, and partnership staff, as well as external partners, Finn Partners will drive local, regional and national media coverage of the Commemoration, its signature events and legacy programs. Spectra will provide its expertise in the development of outstanding events and providing sponsorship exposure. In addition, Spectra will generate and engage corporate sponsorship for the 2019 Commemoration, its events and legacy projects by creating partnership opportunities that fully integrate sponsors' messages, and where appropriate, products and

services into the events and projects themselves. The ongoing generation of corporate sponsorships will be vital to the success of the Commemoration's events.

The 2019 Commemoration explores our AMERICAN EVOLUTION through key events that occurred in 1619 Virginia and their enduring influence over the ensuing 400-years of history, which has shaped modern-day America. These pivotal events include the first representative legislative assembly in the New World, the arrival of the first Africans to English North America, the recruitment of women to the Virginia colony, the first official English Thanksgiving in North America, and the development of the Colony's entrepreneurial spirit that embodies American business culture today.

Upcoming 2019 Commemoration events include:

- **March 1 – May 14** - *March to Mother's Day* campaign recognizing 12 Virginia women's powerful influence on American history and raising awareness of the Virginia Women's Monument in Capitol Square.
- **April 10-16** – Annual *Tom Tom Founders Festival* a one-of-a-kind weeklong celebration of the power of innovation, entrepreneurship, and community incorporating business, technology, local food, music, art and leadership in Charlottesville, VA.
- **May 6** – *Virginia Arts Festival*, a partner of the 2019 Commemoration, showcases the Richard Alston Dance Company's performance, a British Troupe of graceful dancers that brings music to life.
- **May 19** – *Virginia Arts Festival*, a partner of the 2019 Commemoration, showcases Lula Washington Dance Company's performance reflecting African-American history and filled with power, grace and "theatricality that is captivating".

Learn more about the 2019 Commemoration, AMERICAN EVOLUTION™, at <http://www.americanevolution2019.com>.

### **About the 2019 Commemoration**

The 2019 Commemoration, AMERICAN EVOLUTION™, highlights events that occurred in Virginia in 1619 and continue to influence America today. Featured programs, events and legacy projects will position Virginia as a leader in education, tourism and economic development. AMERICAN EVOLUTION™ commemorates the ongoing journey toward the key ideals of democracy, diversity and opportunity.

### **About Finn Partners, Inc.**

Finn Partners was launched in late 2011 to realize Peter Finn's vision to create a leading communications agency dedicated to shaping a bold new future in which innovation and

partnership are strong drivers of the brand. Finn Partners specializes in the full spectrum of communications services, including digital and social media. Specialty areas include technology, consumer, education, health, travel and lifestyle, CSR, arts, and public and corporate affairs.

Since its inception four years ago, Finn Partners has received six agency awards that are indicators of client and cultural leadership: "Best Midsize Agency" in 2015, "Best Agency to Work For" in 2013 and "Best New Agency" in 2012 from the *Holmes Report* and "Midsize PR Firm of the Year" in 2015 and "Top Places to Work in PR" in 2013 from *PR News*. Headquartered in New York City, the company has approximately 550 employees, with offices in Chicago, Detroit, Fort Lauderdale, Jerusalem, London, Los Angeles, Munich, Nashville, Paris, Portland, San Francisco and Washington D.C., and offers international capabilities through its own global network and PROI Worldwide. Find us at [www.finnpartners.com](http://www.finnpartners.com) and follow us on Twitter [@finnpartners](https://twitter.com/finnpartners).

### **About Spectra**

Spectra by Comcast Spectacor is the expert in hosting and entertainment, partnering with over 300 clients at 400 global properties to create memorable experiences for millions of visitors every year. Spectra's expertise is embodied within three divisions: Venue Management, Food Services & Hospitality, and Ticketing & Fan Engagement. Learn more at [SpectraExperiences.com](http://SpectraExperiences.com).

Comcast Spectacor is part of Comcast Corporation, a global media and technology company that operates Comcast Cable and NBCUniversal. Headquartered in Philadelphia, Pa., Comcast Spectacor's three core businesses are the National Hockey League's Philadelphia Flyers, the Wells Fargo Center venue, and Spectra, the expert in hosting and entertainment through its Venue Management, Food Services & Hospitality, and Ticketing & Fan Engagement divisions. Visit us at [ComcastSpectacor.com](http://ComcastSpectacor.com) for more information.

###