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**FOR IMMEDIATE RELEASE**

## **WINNERS OF AMERICAN EVOLUTION™ MARKETING GRANT PROGRAM ANNOUNCED**

*Second Round of Grant Applications open Jan. 23- March 22*

**Jamestown, VA** (January 22, 2018) – Today Virginia’s 2019 Commemoration announced the winners of the American Evolution™ Marketing Grant Program. Administered by the Virginia Tourism Corporation (VTC), the American Evolution™ Marketing Grant Program aids Virginia localities in establishing and marketing their destination’s history and connections to the American Evolution™, 2019 Commemoration.

“We are pleased to work with American Evolution™ Marketing Grant Program winners as we continue to build awareness of the 2019 Commemoration and elevate the untold stories of individuals and locations from across Virginia that played a pivotal role in shaping today’s America,” said Kathy Spangler, Executive Director of the 2019 Commemoration. “These motivated partners and their innovative programs advance American Evolution™ themes of democracy, diversity and opportunity to across the Commonwealth and reinforce Virginia’s leadership in education, tourism and economic development.”

American Evolution™ Marketing Grant Program winners include:

- Historic Christ Church and Museum - *American Evolution 2019 Marketing Initiative*
- Thomas Jefferson's Poplar Forest - *American Evolution at Thomas Jefferson's Poplar Forest*
- Cheroenhaka (Nottoway) Indian Tribe - *Cattashowrock Town Tourism Program*
- The Long Way Home, Inc. - *Mary Draper Ingles Trail*
- William King Museum of Art - *Prosperity and Progress on America's First Frontier*
- James Madison's Montpelier - *The Mere Distinction of Color Social Campaign*
- Historical Society of Western Virginia - *Roads and Rails to History*
- Louisa County Historical Society - *"Give Me Liberty" Digital Trail*
- Birthplace of Country Music - *Birthplace of Country Music Marketing Campaign for the American Evolution Commemoration*
- Board of Regents of Gunston Hall - *American Evolution Student Citizen Passport Program*
- Preservation Virginia - *100 Miles of History: Promoting Six Sites as One Travel Package*

- Lynchburg Office of Economic Development & Tourism - *Little Did They Know: Voices from Lynchburg's Past*

American Evolution™ Marketing Grant Program applicants included Virginia towns, cities, counties, convention and visitors' bureaus, chambers of commerce, local or regional destination marketing organizations (DMO), non-profit organizations, museums, attractions, cultural events, and other tourism-related entities. Winning programs include a podcast series highlighting the voices of Lynchburg, Virginia's rich history; a passport program for fourth-graders interested in exploring and learning about the themes of democracy, diversity and opportunity; and a social media campaign designed to increase awareness of Montpelier's groundbreaking exhibition, *The Mere Distinction of Color*.

The second round of grant applications will be open January 23- March 22. For more information or to apply for the American Evolution marketing grant visit [AmericanEvolution2019.com](http://AmericanEvolution2019.com).

#### **About the 2019 Commemoration**

The 2019 Commemoration, AMERICAN EVOLUTION™, highlights events that occurred in Virginia in 1619 that 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. Dominion Resources is an AMERICAN EVOLUTION™ Founding Partner and Altria Group is a Virginia Colony Partner.

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