



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

FOR IMMEDIATE RELEASE

Virginia's 2019 Commemoration, AMERICAN EVOLUTION™ Announces First Ever Participation in VA-1 Tourism Summit 2017

Summit Will Provide Content on Charting Change and Growing Tourism

Norfolk, VA (November 11, 2017) – This Sunday through Tuesday, November 14th, Virginia's 2019 Commemoration, [AMERICAN EVOLUTION™](#) will be exhibiting in the exhibit hall at the 2017 VA-1 Tourism Summit, at the Hilton Norfolk the Main in Norfolk, Virginia. The theme of this year's summit is *Charting Change*.

New technologies, new research, new marketing techniques and tactics, and a new governor in 2018 mean that it will be a year of change, not only for tourism but for the entire Commonwealth of Virginia. In preparation for these upcoming developments, the 2017 VA-1 Tourism Summit will provide attendees with meaningful and insightful content on *Charting Change* and growing tourism.

In direct alignment with this theme, Virginia's 2019 Commemoration, AMERICAN EVOLUTION™ will be in attendance to launch a new brand. This fresh, new perspective will inspire and engage Virginians and visitors to Virginia with the 2019 Commemoration's themes of democracy, diversity, and opportunity. Using bold colors and blending Virginia's rich history with contemporary graphics, this new brand will make it easier to educate and connect with millennials.

"The 2019 Commemoration is very excited to re-launch our brand at the 2017 VA-1 Tourism Summit," said Kathy Spangler, Executive Director of the 2019 Commemoration. "It is important to draw attention to 1619 and the series of pivotal events that set Virginia on a course toward the American ideals of democracy, diversity, and opportunity, thus shaping our nation. This new brand will not only highlight these, but will showcase Virginia as a global leader in education, economic development, and tourism."

The 2017 VA-1 Tourism Summit runs from November 12-14th at the Hilton Norfolk The Main. In addition to launching their new brand, the 2019 Commemoration will also introduce a new initiative at the breakfast session on November 14th at 8:00 am.

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.

###