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**FOR IMMEDIATE RELEASE**

**2019 Commemoration, Virginia Tourism Corporation Team Up to Launch New Video Series to promote Virginia's Role in America's Evolution**

*Seminal Events of 1619 Virginia Continue to Shape American Society, Government and Culture*

**Richmond, VA** (October 26, 2017) – The 2019 Commemoration, American Evolution and the Virginia Tourism Corporation (VTC) today announced the launch of their video series Virginia to America. The videos highlight the key themes and historical events that the 2019 Commemoration is promoting. Virginia to America videos are part of the partnership and collaboration between the 2019 Commemoration and VTC to bring visitors to Virginia to learn about the important events of 1619 Virginia.

The seven-video series brings Virginia's past to the present through stories of its culinary heritage, evolution in democracy, civil rights and education history, historic walking tours, and maritime heritage and business opportunity. The first video in the series covers the history of Virginia's winemaking. In 1619, the House of Burgesses passed Acte 12, which required every household to plant ten vines for making wine, thus making Virginia The Birthplace of American Wine. The beautifully shot video traces the 400-year history of winemaking in Virginia through today, where there are more than 300 wineries selling approximately 587,000 cases of wine each year.

"We are thrilled to partner with the Virginia Tourism Corporation to promote these videos and showcase the rich history of the Commonwealth," said Kathy Spangler, Executive Director of the 2019 Commemoration. "Virginia is the home to many important events that have influenced America's history and continue to impact our society, culture and government to this day."

"This video series is intended to inspire travel and shares some very important stories about Virginia's history," said Rita McClenny, president and CEO of the Virginia Tourism Corporation. "With such rich stories and legacies across the Commonwealth, it's easy to see why Virginia is for History Lovers."

The videos can be found on the 2019 Commemoration's website, the Virginia is for Lovers YouTube page, on Virginia.org, and across the Virginia is for Lovers and 2019 Commemoration social media channels. To learn more about the 2019 Commemoration, visit [www.americanevolution2019.org](http://www.americanevolution2019.org).

To plan your next historic vacation in Virginia, visit [virginia.org/history](http://virginia.org/history) to discover why Virginia is for History Lovers.

### **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.

### **About Virginia Tourism Corporation**

The Virginia Tourism Corporation (VTC) is the state agency responsible for marketing Virginia as a premier travel destination and promoting the 48-year old “Virginia is for Lovers” brand, the longest-running state tourism slogan in the country. VTC operates as a fully-integrated marketing unit charged with increasing brand awareness through owned, earned, and paid media opportunities, as well as social media strategies.

Tourism is an instant revenue generator in Virginia. Last year, visitors to Virginia spent \$23 billion, which supported 230,000 jobs and contributed \$1.7 billion in state and local taxes.

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