



Statewide Initiatives

February-April: Celebrate Virginia's Changemakers

Virginia: Home to America's original Changemakers. Join the 2019 Commemoration as we highlight and honor Virginians, past and present, who have shaped the Commonwealth and the nation.

- Align African American history and women's history month with the Changemakers brand
- Approved events will be featured on our partner programming calendar
- Add stories of your Changemakers to AE Stories

June-October: America: Made in Virginia

Visit the places that have helped to define Virginia and America today. Visit 400th anniversary signature event, historic sites, museums, and community- inspired programs all summer long.

- Virginia History Trail sites will compete for the most Check-Ins on the app
- Consumers will participate in a statewide Selfie contest with Virginia History Trail app signage

November: Virginia Homecoming Finale Month

In 1619, all of America was Virginia. So come home to Virginia in November to experience the month-long Virginia Customs, Cultures, and Cuisine Festival. Local, regional, and statewide events will draw upon the history of Virginia to create a contemporary experience for all ages

- Develop a new or align an existing event for the Virginia Customs, Cultures, and Cuisine Festival
- Submit local travel itineraries for the Finale Booklet
- Participate in the Share the Spirit of Thanksgiving Hunger Relief Campaign