



## **Virginia's Customs, Cultures, and Cuisine Festival**

Join the 2019 Commemoration, American Evolution as we invite America to “Come Home to Virginia” for the Virginia Customs, Cultures, and Cuisine Festival. The Virginia Customs, Cultures, and Cuisine Festival is a month-long effort to foster statewide participation and tourism around the Commonwealth of Virginia. The Festival and its aligned programs and events will be promoted through a Finale Booklet that will be distributed statewide, the 2019 Commemoration website, paid media, and through social and PR Channels. All organizations around the state, regardless of focus, are invited to leverage commemoration resources and networks to increase visibility and enhance existing programs.

### **1. Participate or Align**

- a. Host an event related to the Customs, Cultures, and Cuisine of your community. Use our event hosting guide to get started.
- b. Align an existing event with the Festival by submitting it to our [online event calendar](#).
- c. Apply for our 2019 Commemoration Finale Grant program to support your event (open through March 22nd, 2019)

### **2. Promote**

- a. We can help promote your programs and events!. Click [here](#) to submit an event for consideration. Approved events will be featured in various aspects of our promotional strategy. Don't forget to tag us on social media: @2019Commemoration; #AmericanEvolution; #AE2019.
- b. Use our social media, newsletter, and press release templates to get the word out to your local community.

### **3. Share your Success!**

- a. Send us your pictures for our Great Idea Gallery.

Contact Kristin Ritchey ([kristin.ritchey@jyf.virginia.gov](mailto:kristin.ritchey@jyf.virginia.gov); 757-253-4027) with any questions or concerns.