

VIRGINIA SCOTTISH GAMES ASSOCIATION, INC.

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FOR IMMEDIATE RELEASE

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Virginia Scottish Games Awarded Tourism Marketing Funding from Virginia Tourism Corporation

Alexandria, VA - The Virginia Tourism Corporation (VTC) announced that the Virginia Scottish Games Association (VSGA) has been awarded funding through VTC's Virginia is for Lovers Marketing Leverage Program for the 36th Annual Virginia Scottish Games & Festival.

The state's marketing leverage program helps stimulate new tourism spending through regional and local partnership marketing initiatives. These partnerships leverage funds to enable destinations to market in venues they would otherwise not be able to afford. Applicants must consist of at least three partners and present a proposal for an initiative that meets a stringent set of requirements. The Virginia Scottish Games Association served as the lead entity for the Virginia Scottish Games & Festival, in a partnership that included the St. Andrew's Society of Washington, DC and Great Meadow Foundation.

Alisa Bailey, president and CEO of VTC, said that this kind marketing leverage funding is essential for many local tourism initiatives, particularly in tough economic times. "Tourism is an instant revenue generator, bringing in powerful tax dollars that support our communities," said Bailey. "This is a small but impactful matching grant program that helps our local partners get the most out of their marketing, which is essential to bringing visitors to Virginia," she said. "We know that for every dollar Virginia invests in tourism marketing, five dollars in state and local taxes are generated for the Commonwealth."

"The funding we receive from VTC goes a long way in helping us get the word out about the [Virginia Scottish] Games," said Thomas Wright, president of the VSGA. "The public today has many entertainment options. The Games offers a unique cultural experience in Virginia's beautiful Piedmont region. Marketing dollars from the state means improved exposure within our target market and are key in helping us differentiate ourselves from other events. We literally want to drive people to the Games in Virginia."

The Virginia Scottish Games has been a fixture in Virginia since its inception in 1974 and celebrates the rich Scottish heritage and traditions of many of Virginia's first families. The cornerstone of the Games is the highland athletic competition. Throughout the years the Games has played host to numerous professional and amateur championships. Other events include piping & drumming, highland dancing, and fiddling competitions along with sheep-herding demonstrations, an antique car show, live entertainment, vendors & crafters, a Saturday night concert, and plenty of Scottish food and drink. For 33 years, the Games were held every July in Alexandria, VA. In 2007, the Games moved west to Fauquier County and for the first time will be held at Great Meadow in The Plains, VA on Labor Day Weekend.

Bailey said that the revenues generated by tourist expenditures help build a strong tax base. "With all of the state taxes generated by tourism, a road could be built from Virginia Beach to Dallas, Texas." Further public investment in tourism is essential in ensuring more people, staying longer and spending more money, she added. Tourism in Virginia is a \$19 billion industry and providing \$1.2 billion in state and

local tax revenues for Virginia's communities. Tourism also supports 210,000 Virginia jobs and contributes \$4.3 billion in payroll and salaries.

For more information about Virginia tourism marketing opportunities visit www.vatc.org. Virginia travel information including travel packages, trip ideas and videos of Virginians featured in the Virginia is for Lovers - Live Passionately campaign are available at www.virginia.org. Or call 1-800-VISITVA to request a free travel guide. For more information about the Virginia Scottish Games visit www.vascottishgames.org or call 703-912-1943.