



News Release
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Loudoun Convention and Visitors Association Wins National Destiny Award

The Loudoun Convention and Visitors Association (LCVA) announced today that they are the recipient of the National Council of Destination Organizations Destiny Award for a single, targeted promotion. The award was given in recognition of the “Loudoun, Virginia: DC’s Wine Country® Washington Redskins Promotion.” The LCVA received their award September 1st during the closing ceremony at the U.S. Travel Association’s annual Educational Seminar for Tourism Organizations (ESTO) in Reno/Lake Tahoe, Nevada.

The Destiny Awards, created in 1983, are designed to recognize members for excellence in destination marketing and promotion at both the local and regional levels. It also fosters the development of imaginative and innovative destination marketing promotion programs. The judges reviewed the program objectives, targeted audience, program cost, implementation strategy, evaluation methodology, and impact/results.

“We are thrilled to receive this award in recognition for our promotion with the Washington Redskins last October,” stated Cheryl Kilday, LCVA president and CEO. “It is rewarding to be honored for a program that was reviewed by travel professionals throughout the country,” said Kilday.

The LCVA was the “Game Day Presenting Sponsor” for the Washington Redskins vs. Cleveland Browns NFL game on October 19, 2008. The purpose of the sponsorship was to position Loudoun County as “DC’s Wine Country®”. The campaign included radio, television, email, internet, print, and in-stadium promotions leading up to and during the NFL game, as well as wine tasting and hospitality opportunities on game day.

“The Redskins provided us with an opportunity to gain exposure through a variety of media outlets that the LCVA could not have purchased separately on our own,” stated Jeremy Harvey, LCVA marketing director. “The combined impressions and results from this promotion were significant with more than 52

million impressions for combined email, internet, enewsletter, and banner advertising on the Redskins website during the period of October 2008 through January 2009. The game day exposure to a sell-out crowd and wine tasting for 1,200 individuals was a great way to advance the concept of Loudoun's destination brand," explained Harvey.

The Loudoun Convention & Visitors Association (LCVA) is the destination management organization for Loudoun County and its jurisdictions. The LCVA is a not-for-profit organization that works with the tourism industry, towns, and county to help define programs that respond to industry, local needs and trends, as well as increase visitation and visitor spending.

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