



For Immediate Release
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ORANGE COUNTY, VIRGINIA 2018 TOURISM VIDEO DEBUT

Orange, Virginia – The Orange County, Virginia Department of Tourism is excited to announce the upcoming release of a new 2018 video depicting the experiences of Orange County. The video, *Welcome to Orange County, Virginia*, highlights a sample of the spectacular views, activities and experiences available in this beautiful County loved by hundreds of thousands of visitors each year.

The video is scheduled to be publicly unveiled at a Debut Reception on Tuesday, May 1, 2018, from 6:30 p.m. to 8:00 p.m. at James Madison's Montpelier Lewis Hall located at 13384 Laundry Road, Montpelier Station, VA 22957. In addition, prior to the reception, staff is organizing a private marketing launch workshop for all tourism business partners, to preview the video and receive guidance on how to use this video as an effective resource and marketing tool. The goal is to remain top of mind in our tourist target audiences over the next 6 months busy season. Irene Karedis Borys, a digital marketing strategist, will lead this workshop and campaign.

The video uses aerial footage to feature a spectacular view of Orange County, VA. From award winning wineries, wonderful accommodations, restaurants serving locally grown food, pastoral countryside, Civil War historic sites, adventures, to James Madison's Montpelier, the video captures a taste of how Orange County, VA has charmed the hearts of its visitors. The 3 and 1/2 minutes of video was filmed and produced by Scene Alive of Washington, DC.

Lori Landes-Carter, Orange County Virginia Tourism Manager said, "We are thrilled to release this video as a wonderful example of a private/public marketing partnership to reveal the majesty of our county's sights, sounds and experiences." She added, "I believe this video, in showcasing the charm that is so easy to reach, has the potential to attract, engage and inform our tourist target audience as they make their travel decisions this season."

Following the May 1, 2018 launch, the video can be seen on the Orange County, VA Tourism website at www.visitorangevirginia.com, available to local businesses and organizations to share.

Scene Alive is a production firm specializing in cinematography and photography, as well as creative commercial and narrative work to visually display your own unique story. In 2013, after over a decade of experience each, Eduardo Gonzalez (lead director and editor), and Calvin Runji (director of photography and production) together founded Scene Alive. To connect with them, visit <http://www.scenealive.com>, email: create@scenealive.com, or call (202) 656-5551

Orange County, Virginia is located 72 miles from the State capital, Richmond; 75 miles from Northern Virginia; 87 miles from the Nation's capital, Washington, D.C.; and only 25 miles from Charlottesville. The Orange County Tourism Department, along with its local partners, remains focused on increasing tourism revenues and visitation to the County for the benefit of its citizens and businesses.

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