

For Immediate Release
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Luray-Page Receives \$25,000 Grant from Virginia Tourism Corporation for the 8th Year

Page County, VA -- The Luray-Page County Chamber of Commerce is pleased to announce that it has received a \$25,000 grant from the Virginia Tourism Corporation (VTC) for the organization's upcoming "Trails & Tracks: Get Outdoors in Luray & Page County" marketing program for 2018-2019. This is the 8th year L-PCCC has received funding from the Virginia Tourism Corporation for their marketing efforts.

On March 6, 2018, Governor Northam announced the 56 local tourism programs that received public-private marketing funds. In total, VTC awarded \$3.9 million in marketing initiatives across the Commonwealth to help increase visitation and revenue for Virginia's localities through tourism, which will impact more than 230 statewide tourism entities.

The program will focus on promoting outdoor recreation in Page County, particularly through the use of the trails and tracks that make their way through the county. From the Shenandoah National Park and George Washington National Forest to the Shenandoah River, there are dozens of ways to partake in the outdoor recreation available in the area. Tubing, canoeing, or kayaking on the river, ATVing in the national forest, or hiking and biking along the Appalachian Trail in the national park are just a few of the examples of the available tracks and trails in this portion of the Shenandoah Valley.

Gina Hilliard, President of the Luray-Page County Chamber of Commerce, is grateful for the state's continued support of the Chamber's marketing efforts. Hilliard believes that the slight tweaks and changes in focus in the marketing plan make a huge difference in keeping the Luray-Page area as a Top of Mind destination; "it allows us to showcase the variety of different activities and events there are to do in the area and keeps our visitors coming back year after year as well as enticing new visitors to travel and vacation in the area."

The \$25,000 grant is half of the funding the Chamber requested for the 2018-2019 marketing year and is used to supplement the printed and digital marketing programs supported and funded by the County of Page and towns of Luray, Stanley, and Shenandoah.

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If you would like additional information on this topic, contact Gina Hilliard at (540) 743-3915 or gina.hilliard@luraypage.com. Review the full list of tourism programs who are receiving funding this year in the [governor's newsroom](#).