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FOR IMMEDIATE RELEASE

The Boar's Head Part of *Virginia is for Lovers* Landmark Sweepstakes

Charlottesville, VA (February 27, 2009) – 2009 marks the 40th anniversary of *Virginia is for Lovers* and the state is celebrating in a big way with the *40 Years of Travel Passions Sweepstakes*. From February through November, Virginia will give away 40 trips in 40 weeks, and one of those trips will be based here in Charlottesville. The contest is open to U.S. citizens 21 years and older who register at www.Virginia.org/40.

Virginia's state tourism office worked together with local industry partners including The Boar's Head to put together 40 exclusive trips that showcase the best of Virginia. One trip will be given away each week to sweepstakes entrants beginning February 20th and culminating in a grand prize trip drawing on November 23rd.

The trip based in Charlottesville, Virginia will be given away in week four. Trip features include two nights' accommodations, welcome gift, daily full buffet breakfast

for two, two Presidents Passes to visit local historic sites, and three-course dinner for two in the Old Mill Road one evening.

“To have Charlottesville featured as the Historic Addict’s giveaway package for the state’s 40th Anniversary promotion could not be more fitting,” said Kurt Burkhart, Executive Director of the Charlottesville Albemarle Convention & Visitors Bureau.

“Thanks belong to The Boar’s Head, a Historic Hotels of America property for providing the opportunity for one lucky winner to experience the historical places of and accounts that our destination has to offer.”

Each trip in the sweepstakes is themed around Virginia’s most popular travel passions such as wine, music, adventure, history and luxury travel. The trips range from two to seven nights for two to six people and were donated by localities and destinations from throughout the Commonwealth.

“The 40th anniversary of *Virginia is for Lovers* is exciting and deserves to be celebrated in a big way,” said Alisa Bailey, President and CEO of the Virginia Tourism Corporation. “We are grateful to our partners from across the state who donated admission to their museums, overnight accommodations and world-class dining experiences for this historic sweepstakes.”

Tourism in Virginia generates \$18.7 billion in revenue annually for Virginia, supports 210,000 jobs and provides \$1.2 billion in state and local taxes.

Virginia is for Lovers, launched in 1969, is one of the most loved and enduring travel slogans in the country. At its core, *Virginia is for Lovers* stands for a love of life and a passion for travel.

Visit www.Virginia.org/40 to enter for the chance to win one of the 40 trips celebrating 40 years of Virginia is for Lovers. Visit www.Virginia.org or call toll free 1-800-932-5827 to request a free *Virginia is for Lovers – Live Passionately* Travel Guide.

The Boar's Head, a 170-room resort situated on 573 acres in the Virginia countryside, offers Four-Diamond dining, a state-of-the-art sports club, award-winning tennis, championship golf, a luxury spa, children's programs, currently 22,000 square feet of meeting space including our new meeting and social pavilion which opened this fall, and close proximity to attractions such as Monticello, the Blue Ridge Mountains and numerous wineries. The Boar's Head is owned and operated by the University of Virginia Foundation.

We share your love of life and passion for travel. For more information or to make reservations, please call The Boar's Head at 434.296-2181 or 800.476.1988 or visit the resort's web site at www.boarsheadinn.com.

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