



## Gloucester Community Engagement & Public Information

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**FOR IMMEDIATE RELEASE**

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### Gloucester Tourism Receives Grant to Expand Marketing Efforts

Gloucester County's Parks, Recreation & Tourism Department was recently awarded a \$20,000 grant, which will help the "Visit Gloucester" brand reach a wider audience. The grant comes from the Virginia Tourism Corporation (VTC) Marketing Leverage Program and will allow the Tourism division to leverage its existing advertising budget to expand its reach.

With these dollars, Gloucester Tourism will be placing a full-page advertisement in the 2024 Virginia Travel Guide. It will also sponsor advertisements on Spotify and other digital and print marketing platforms.

"This type of marketing is something we've been wanting to do for quite a while," said Katey Legg, Gloucester's Director of Parks, Recreation & Tourism. Legg added that Gloucester's Tourism Coordinator, Susan Ammons, worked diligently to get Gloucester included in the grant funding. "We anticipate this grant will provide us with the avenues to reach a different audience of potential visitors that would enjoy checking out all of the unique experiences our County has to offer."

In total, VTC awarded more than \$3.2 million for 236 local and regional tourism marketing programs across the state to help increase visitation and revenue for Virginia's localities through tourism.

"In my role, I see firsthand every day all of the many assets our County has that makes it attractive to our residents and visitors," Ammons said. "I am so excited to now be able to have the funding to share these things with a much wider audience."

For more information on Gloucester Tourism, go to [visitgloucesterva.com](http://visitgloucesterva.com), e-mail [tourism@gloucesterva.info](mailto:tourism@gloucesterva.info) or call 866-847-4887.



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