

MEDIA RELEASE

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FOR IMMEDIATE RELEASE

Date: April 24, 2008

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Seventh Annual Newport News Tourism Awareness Contest to Begin May 9, 2008

Newport News, Va. – Want to win AirTran Airways tickets and other prizes for you and your visiting family and friends? Then put your detective skills to the test and enter the Newport News Tourism Development Office’s seventh annual “Where in the World is ...” tourism awareness contest. The contest is part of the NNTDO’s annual celebration of National Tourism Week, May 10-18, 2008. “This year’s contest is a little different,” said Cindy Brouillard, director of tourism. “For the first time we are spotlighting just one location in Newport News during our contest.”

Contest participants will have to decipher eight photos and unravel eight clues to find the featured location. Entry forms, photos and clues will be available at the Newport News Visitor Center, in the Daily Press, on the NNTDO Web site at www.newport-news.org and at City of Newport News libraries and community centers beginning Friday, May 9.

All entry forms must be delivered to the Newport News Visitor Center by 5:00 p.m., Tuesday, May 27. Entry forms may be returned in person, by mail, by fax, or by e-mail. The contest is open to all U.S. residents 18 years of age and older and no purchase is necessary. All correct entry forms will be entered into a drawing. Newport News Parks, Recreation & Tourism employees are not eligible to participate.

Among the prizes to be awarded are two round trip tickets on AirTran Airways. Other prizes include two Family Fun Packages, a Romantic Night Package, a Golf Package and two Newport News Shopping Sprees. All prize packages include a variety of gift certificates donated by Newport News

merchants. All prizes can be used by the winner and/or their family and friends. A list of contest winners will be available at the Visitor Center and online at www.newport-news.org on May 30.

Prizes have been donated by: AirTran Airways, Applebee's Grill & Bar, Cheeseburger in Paradise, Cheddar's, Chili's Bar and Grill, Cozy's Comedy Club, Deer Run Grille, Endview Plantation, Ferguson Center for the Arts, The Gallery Shop at the Peninsula Fine Arts Center, James A. Fields House, Jeff's Flowers Of Course!, Kiln Creek Golf Club & Resort, Lee Hall Mansion, The Mariners' Museum, The Museum Shop at The Mariners' Museum, Newport News Golf Club at Deer Run, Newport News Hospitality Association, Newport News Park Campground, Newport News Visitor Center, Omni Newport News Hotel, Outback Steakhouse, Patrick Henry Mall, Peninsula Fine Arts Center, Peninsula S.P.C.A. Exotic Sanctuary and Petting Zoo, Play A Round Golf & Games, Schlesinger's Chop House, Target, Virginia Living Museum, Virginia Symphony and Virginia War Museum.

Other National Tourism Week activities include an industry kick-off and awards luncheon on Monday, May 12; a familiarization tour of Newport News attractions for frontline employees on Wednesday, May 14; and a Newport News Hospitality Association "Hospitality Day" on Thursday, May 15. The NNTDO will also host a special radio remote and complimentary windshield washing at the Newport News Visitor Center on Saturday, May 17.

Designated by Congress and established by presidential proclamation in 1983, National Tourism Week celebrates the value and scope of the nation's \$740 billion travel and tourism industry, and the economic and social contributions it brings to communities across the nation.

National Tourism Week is sponsored annually by the Travel Industry Association, a Washington, D.C.-based trade association that represents the common interests and concerns of travel in America. According to TIA, travel and tourism generates approximately \$110 billion in annual tax revenue for local, state and federal governments, and directly employs 7.5 million people nationwide. TIA estimates

that each U.S. household would pay \$995 more in taxes annually without the tax revenue generated by the travel and tourism industry.

For more information about the “Where in the World is ...” contest and other National Tourism Week events that are open to the public, call the Newport News Visitor Center at (757) 886-7777 or go online at www.newport-news.org. The Newport News Visitor Center is located at 13560 Jefferson Avenue (exit 250B off I-64), at the entrance to Newport News Park. The Visitor Center is open daily from 9:00 a.m. to 5:00 p.m.

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