



Press Release: Smithfield & Isle of Wight Community Ambassador Program

Want To Help Stimulate The Local Economy? Be a Community Ambassador!

Monday, January 25, 2010

Smithfield, Virginia

Smithfield & Isle of Wight Tourism is pleased to announce a new program to stimulate local economic prosperity-**The Community Ambassador Program (CAP!)**. As a part of the program, the Tourism Bureau is asking community leaders and local citizens to bring groups to which they belong, to Smithfield and Isle of Wight to support local businesses.

Smithfield & Isle of Wight Director of Tourism, Judy Winslow, explains, *"Almost everyone in this community belongs to an organization – a sorority, a women's club, a men's group, a social club, a community assistance organization, a work related association, a church group, a special interest group, etc.... We'd like our local citizens to extend the invitation for those groups to meet here in Smithfield and Isle of Wight in 2010 and beyond. We'd like them to stay in our local accommodations, meet in our local conference center, eat in our local restaurants and shop in our locally owned shops. This is a wonderful way to help your neighbor, bring dollars into local coffers and share our community pride."*

Citizens who answer the call to act will be rewarded with a lapel pin that features the tag line of the program- **"BRING IT!"**, as well as a plaque for their organization, a Community Ambassador Program cap and an invitation to a *Thank You* party held in their honor. The Tourism Bureau is making this "ask" of its local citizens through appearances at community organization meetings, its weekly e-mail blast, appearances at Town Council and the Board of Supervisors, appearances on local Cable TV programs, newsletters and local publicity.

If **you** belong to a group that has meetings or know of other opportunities to bring a group to your hometown, become a Community Ambassador! Contact Smithfield & Isle of Wight Tourism with your group's contact information, potential dates and group size, and the group's needs....and the Smithfield and Isle of Wight Tourism staff will be delighted to handle all the details and logistics! Smithfield & Isle of Wight Tourism can be reached at 757-357-5182, 800-365-9339, through the website at VisitSmithfieldIsleofWight.com and via email at jwinslow@isleofwightus.net.

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