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Endstation Theatre Company Receives Tourism Grant From Virginia Commission for the Arts

Endstation Theatre Company has been awarded \$5,000 through the Tourism and the Arts Grant for a collaborative project with the Lynchburg Convention & Visitor's Bureau, Nelson County Conventions and Visitors Bureau, and Bedford Tourism and Welcome Center.

The Tourism and the Arts Grant is supported jointly by the Virginia Commission for the Arts (VCA) and the Virginia Tourism Corporation to fund marketing projects that stimulate new tourism spending through local partnership marketing initiatives. These partnerships leverage funds that enable destinations to market in venues they would otherwise not be able to afford. The \$5000 awarded by the VCA will match the funds pledged by Endstation Theatre Company and their partner organizations for a total of \$10,000 to implement the new campaign.

The goal of the collaborative project is to promote visitation to Endstation's Blue Ridge Summer Theatre Festival, an annual theatrical event held at Sweet Briar College in the heart of the Blue Ridge Mountains in Central Virginia. The festival includes indoor and outdoor theatrical productions, new works, reinterpretations of classical plays, and original theatrical productions for the Central Virginia community based on the historical, current, and cultural events specific to the area.

With the support of this grant, the marketing initiative will invite visitors to "Come Play at the Blue Ridge Summer Theatre Festival." Travelers will be encouraged to attend the festival at night, and to spend their days exploring the region and all that it has to offer in local restaurants, vineyards, artisanal breweries, hotels, bed and breakfasts, and the vast array of historic, scenic, and entertainment-focused attractions.

"The areas of Bedford, Lynchburg, Amherst, and Nelson County have so much to offer travelers," said Geoffrey Kershner, Artistic Director and Founder of Endstation Theatre Company. "We have mountains, scenic drives and national forests, but we also have exciting activities and great local businesses. We want our audience members to come to the festival, stay for the weekend, and experience everything that is great about this region."

The initiative will launch in February 2012 and will include a special section on the Endstation website, social media outreach, free festival guides, and weekend getaway packages.

For more information on Endstation Theatre Company and the Blue Ridge Summer Theatre Festival, visit www.endstationtheatre.org.