

Chincoteague Chamber of Commerce Celebrates “50 Years of Love” with Virginia Tourism Corporation

~Celebrating 50th anniversary of “Virginia is for Lovers”~

CHINCOTEAGUE ISLAND (May 22, 2019) --Chincoteague Chamber of Commerce received a \$10,000 grant from the Virginia Tourism Corporation (VTC) in efforts to celebrate the 50th anniversary of the *Virginia is for Lovers* tourism slogan, which was created in 1969 by Richmond-based advertising agency Martin & Woltz. The Virginia Tourism Corporation is the state agency responsible for marketing Virginia to visitors and promoting the “Virginia is for Lovers” brand, which is celebrating 50 years in 2019. Tourism is an instant revenue generator in Virginia. In 2017, visitors spent \$25 billion, which supported 232,000 jobs and contributed \$1.73 billion in state and local taxes.

Chincoteague will be celebrating this great milestone with events, activities and promotions that will take place from June 21 to August 10. Here is just a sampling:

BEST WESTERN CHINCOTEAGUE: Take a “selfie” with their 1969 Volkswagen bus stand-up complete with CI ponies!

BLUE CRAB TREASURES: Purchase your commemorative Pony Love Shirts featuring the Chincoteague Chamber of Commerce LOVE chairs, Chincoteague Ponies Rainbow Warrior, Rumor Has It, Pixie Dust and Ace and “50 Years of Love” logo.

CHINCOTEAGUE ISLAND HOUSE OF JERKY will be partnering with Beach Road Roundup to offer 10% off your purchase with receipt from each other's business. Chincoteague Island House of Jerky will also be giving away a free burlap bag with every purchase of \$50 and selling shirts incorporating the 50 Years of Love logo.

COMFORT SUITES: stay during the 50 Days Of Love and receive a coupon for \$50 off a future visit.

DOCKSIDE PROPERTIES: Beginning June 21, Dockside Properties will be giving away one mystery item a day for 50 days!

HISTORIC MAIN STREET MERCHANTS '50 Things To Do On Chincoteague' Scavenger Hunt.

KEY WEST COTTAGES ON THE CHINCOTEAGUE BAY: Share your Chincoteague love story with for a chance to win a two night stay, dinner for 2, a bottle of wine and flowers. Entries must be received on their [Facebook page](#) from June 21 - Aug 10 during the 50 Days of Love. Drawing will be held August 11th.

MUSEUM OF CHINCOTEAGUE ISLAND: '50 Ways to Love Misty' exhibit featuring Misty, Stormy, books, Breyer horse models and so much more.

JUN 21 - The **CHINCOTEAGUE CHAMBER OF COMMERCE** will kick off the festivities with a concert in **ROBERT N. REED DOWNTOWN WATERFRONT PARK**, 4083 Main Street, featuring the music of *Front Page News*. 7pm - 9pm. Pack your dinner and lawn chairs/blanket and enjoy music under the stars! The Chincoteague Chamber of Commerce will provide the fixings for s'mores!

JUN 21-23 - Classic Camper & Car Show Weekend at **CHINCOTEAGUE ISLAND VA, KOA**

JUN 29 – VA WELCOME CENTER AT NEW CHURCH POP UP EVENT. Stop by to receive flyers and giveaways from local partners participating in the 50 Years of LOVE.

JUL 6-7 - Freedom Festival - An explosion of art and crafts from all over the shore including a 50 states scavenger hunt at **CHINCOTEAGUE CENTER**

JUL 19 - Celebrate Misty's 73rd Birthday featuring the **CHINCOTEAGUE PONY DRILL TEAM**, games, food and fun at **CHINCOTEAGUE CHAMBER OF COMMERCE**

JUL 21-27 - Snap that memorable picture in front of the pony corral and Chincoteague Ponies at the Chincoteague Carnival Grounds with Virginia Tourism Corporation's traveling LOVEwork in partnership with the **CHINCOTEAGUE VOLUNTEER FIRE COMPANY** during Pony Swim Week July 21-27.

JUL 23 - Buckaroo Bingo - Pony themed bingo event at **CHINCOTEAGUE CENTER** in partnership with the **MUSEUM OF CHINCOTEAGUE ISLAND**

AUG 3 - Enjoy an evening of Motown music with *Opus*, live in concert at 7pm at **CHINCOTEAGUE CENTER**

Chincoteague Chamber of Commerce Executive Director Evelyn Shotwell encourages the traveling public “to ‘Discover the Spirit of Chincoteague Island’ this summer with endless ways to LOVE Chincoteague, Assateague and Wallops Islands. From wild ponies to rocket launches, history to nature trails, local lore to coastal cuisine..... you will find it on our shores”.

Begin your Chincoteague Island celebration of “50 Years of LOVE” at www.chincoteaguechamber.com. Enjoy music, fun and games, photo ops with LOVE artwork, a wild pony swim, giveaways, scavenger hunts, classic car shows, and so much more! Visit our website often for added events and reasons to “Discover the Spirit of Chincoteague Island!”

Chincoteague Chamber of Commerce 6733 Maddox Boulevard Chincoteague Island, VA

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