



Storytellers Video Series

Visit Fairfax is proud to introduce you to the *Storytellers* video series. The videos portray real people throughout Fairfax County who not only tell their venue's story but also invite visitors to come see them – all in one to two-minute video segments. Today's consumers desire authentic experiences as opposed to commercials, and these storytellers deliver!

Help us tell your stories! We know why we love Fairfax County; let's show the world why they should, too. Visit Fairfax is making this content available for our stakeholders to use in your own marketing efforts. Use this toolkit to help promote your business by showing your customers why they will want to visit the destination through the new Storytellers Video Series from Visit Fairfax. Check out the Storytellers Video Hub to see which videos make the best case for travelers to visit your business: www.fxva.com/storytellers

Storytellers: General Information

What: A series of authentic videos that showcase Fairfax County's tourism assets, and perhaps, some hidden gems!

Why: To highlight the many stories we have to tell here in Fairfax County through the different people who bring the notion of authentic tourism to life.

Who: Passionate people from every corner of Fairfax County, from the brew masters to the park rangers to the performers to the small business owners and more. Our goal is to collect and share unique stories from the people who love Fairfax County and who make this place a great destination to visit.

Marketing Toolkit

Website Marketing



Embed Videos

You can find our Storytellers throughout our website, www.fxva.com. We encourage you to take advantage of these videos on your own websites, too. To embed one of the videos, visit our YouTube page <https://www.youtube.com/VisitFairfax>, click the video you wish to embed, click Share, and paste the Embed code into your HTML. For help, call or email us.

You can embed individual videos:



Or you can link to the Storyteller page using one of our website graphics:



There are currently 25 different Storytellers vignettes. Choose one, two, or all of them and place them on your website to generate interest in your destination. The following stories are available for you to use:



Social Media Marketing



Over the coming months, Visit Fairfax will be introducing our storytellers through all of our social media outlets. You can take advantage of these stories through your own social media. Here are some ideas to get you started.

Facebook

Share one of our sample Facebook posts and include one of our videos and/or a link to the landing page: www.fxva.com/storytellers

Twitter

Use one or more of our sample tweets or write your own and include one of our videos, and/or a link to the landing page: www.fxva.com/storytellers. Don't forget to use our hashtag: #fxva

Videos

Share the individual Storytellers videos on your personal social media pages or blogs to help us share our great stories.

Hashtag It!

Help promote engagement and share our stories using the hashtag #FXVA and the link to our Storytellers Landing page: www.fxva.com/storytellers. Use the hashtag and tag us on these integral social media platforms:

- Twitter: @VisitFairfax, <https://twitter.com/visitfairfax>
- Facebook: www.facebook.com/VisitFairfaxVA
- Instagram: @VisitFairfax, <http://instagram.com/visitfairfax>

Sample Facebook Posts

Share one of the Facebook posts below. Be sure to include an image, video, and/or link to the Storytellers landing page. Don't forget to tag Visit Fairfax where possible and/or include the hashtag #fxva.

- Behind every place you visit is a story. Fairfax County's stories will inspire you to learn more about the attractions and unique spots that make this such a great place to be. Meet our storytellers – the locals who want you to see why they love it here so much. <http://bit.ly/1HHhO5a>
- Looking for one destination with countless adventures? From historic sites and outdoor recreation to cultural attractions and one huge shopping mecca, Fairfax County delivers in droves. Listen in to hear some of the stories behind these adventures. <http://bit.ly/1HHhO5a>
- Spend a little time with the storytellers of Fairfax County. Chances are, you may just want to spend a little time visiting our wonderful slice of the world. Listen in to these local travel tips. <http://bit.ly/1HHhO5a>
- We think the best way to learn about a destination is straight from the people who call it home. Meet Fairfax County – hear our stories, then tell us what inspires you about this great region. <http://bit.ly/1HHhO5a>

- Passion, craftsmanship, authenticity: all facets our storytellers bring to Fairfax County, Virginia. Watch Visit Fairfax's new video series and learn why we all call this place home: <http://bit.ly/1HHhO5a>
- From park rangers and performers to brewers and chefs, from tour guides and curators to historians and parents, Fairfax County's locals are what make this such a great place to be. Hear our stories – then create your own. <http://bit.ly/1HHhO5a>
- Visit Fairfax just launched a new video series featuring the people who know and love Fairfax County best. Check out these short videos to learn about some lesser-known tourism spots and hear the stories that make this region so unique. <http://bit.ly/1HHhO5a>

Twitter: Sample Tweets

Share one of the tweets below and be sure to include an image, video, and/or link to the Storytellers landing page. Don't forget to tag Visit Fairfax where possible (@VisitFairfax) and/or include the hashtag #fxva.

- Mother Nature's splendor. Our first president's home. Hear our stories, then create your own. <http://bit.ly/1HHhO5a> #fxva
- Looking for 1 destination w/ countless adventures? Fairfax County delivers in droves. Hear our stories: <http://bit.ly/1HHhO5a> #fxva
- Best way to learn about a destination? Straight from the people who call it home. Meet Fairfax County: <http://bit.ly/1HHhO5a> #fxva
- Park rangers. Performers. Brewers. Chefs. Moms. Hear Fairfax County's stories – then create your own. <http://bit.ly/1HHhO5a> #fxva
- Spend a little time w/ our storytellers. Chances are, you may want to spend a little time visiting. <http://bit.ly/1HHhO5a> #fxva
- Passion, craftsmanship, authenticity. All facets our storytellers bring to Fairfax County, Virginia. Watch: <http://bit.ly/1HHhO5a> #fxva

eMail Marketing



Visit Fairfax will be featuring our Storytellers to each of our direct marketing eMail segments and to over 200,000 subscribers over the next two months. You can also take advantage of this engaging series for your own customers. Share this sample email with friends, family and colleagues, or your own email database. Or, simply forward one of our emails that you think works particularly well with your business. Don't forget to include the link to our Storytellers landing page: www.fxva.com/storytellers

Sample eMail Blast

Hear the stories behind some of Fairfax County's most unique places.

Behind every unique place in Fairfax County, there's a story. But you should hear it from the people who know best – our storytellers. Whether a park ranger, a chef, an historic interpreter, a museum docent, an artisan or another passionate expert, these are the folks who make Fairfax County the great destination it is.

Developed in partnership between Visit Fairfax and advertising agency WHITE, the Storytellers Video Series is bursting with intriguing narratives. Learn why the pilots of the fastest jet in the world couldn't talk about the earth-shattering records they were breaking. Find out what three-ton object sets one Northern Virginia garden apart from all others. Hear how George Washington's famous rye whiskey was distilled in the 18th Century. Add lesser-known attractions to your travel to-do list, including a Frank Lloyd Wright masterpiece and a former prison turned arts center.

Listen to our stories – then create your own during your next adventure in Fairfax County. Visit www.fxva.com/storytellers to watch the videos and join the conversation on Facebook and Twitter using #fxva.

Sample Visit Fairfax Email Blasts



OUR LOCAL WINERIES AND BREWERIES HAVE A TALK
 The season of yellow, gold and amber hues is now upon us—both on the [our local breweries and wineries](#). And wherever you find artisanal spirits in [Virginia](#), you'll also [find our StoryTellers weaving their tales of history](#) and October is Virginia Wine Month and Fairfax County serves as the gateway [winery tours](#) and [brewery tours](#), reaching from DC to the Shenandoah Valley. Make your autumn extra vibrant this year with a trip to sip some of our local



TOAST TO OYSTERS OF FAMILY HISTORY!
 Why settle for just can listen to live music and sample [Paradise](#) can. This historic county's first winery like [November's History](#). [Hear the story of history at Paradise State](#)



RAISE YOUR CIVIL WAR HISTORY.
[The Winery at Bull Run](#) trod by Civil War soldiers. Manassas and See the fascinating art property and attend ongoing [Historical Tour](#). [Hear how Art originated in the Old](#)



SEE OUR ATTRACTIONS THROUGH THE EYES OF THOSE WHO KNOW THEM BEST

Behind every attraction in [Fairfax County](#), there's a story. [Hear it!](#) park rangers, chefs, historic interpreters, museum docents, artisan experts who know [our attractions](#) best. Then [plan your autumn](#) of Capital Region and create a story of your own!



EXPLOR FORGED
 History is full why [SR-71](#) world recon constituted 18th century [Mount Vernon National Air Force Museum](#) best tales! [Stories...](#)



GET IN THE OUTDOORS!
 Even our picnic anecdotes, [paths](#) or [feature](#) that all others in Whether you [seeking out](#), [ball garden](#) [More stories](#)



Hear the story behind our hallowed sites.

When Virginia seceded from the U.S. in 1861, a line was drawn between north and south, Union and Confederacy, friend and foe. [Fairfax County, Virginia](#), sits on that tension-filled boundary, the federal capital in view as battles raged all around.

As Fairfax County was then, it still is today—a hub around which some of the [Civil War's](#) most colorful stories took place. [Let our Storyteller guide you through some of the highlights in our new video](#) featuring sites with:

- **Fascinating interpretive programs.** View over 100 examples of Civil War graffiti indelibly marked on the walls throughout [Historic Blenheim](#). Get a feel for how people lived during the era at [Sully Historic Site](#). Then discover the soldier's experience at [Fort Ward](#), one of the largest, best preserved Union forts, despite its location in a Confederate state.
- **Civil War trails markers.** Virginia is home to more wartime military events than any other state. Learn about the battle that took the lives of two Union generals at [Ox Hill Battlefield Park](#). Find out how the Union took hold of a key strategic site at [Historic Fairfax Courthouse](#). And read about how Confederates repeatedly attacked the Union's railroad lifeline at [Deveraux Station](#).
- **Enduring significance.** Fairfax County is centrally located amidst battlefields stretching from Richmond to Gettysburg. Visit the site of two major battles at nearby [Manassas National Battlefield](#)

PLAN YOUR TRIP



MISSIVES FROM THE FRONT



Get ready for Halloween with a nighttime [walk through Flint Hill Cemetery](#) on October 24th. Local author and historian, Jim Lewis, will be your guide as you hear stories about the cemetery and those who are interred there.



Our Team

Our team is your team. Do you have other ideas? Please share them with us so we can spread the word! We'd love to hear your feedback and ideas.

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Fairfax County, Virginia
Connect with America

PRESS RELEASE

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VISIT FAIRFAX AIMS TO INSPIRE TRAVELERS WITH VIDEO SERIES FEATURING LOCAL EXPERTS

New Storytellers Video Series Showcases Fairfax County's Tourism Gems

Fairfax County, VA – October 6, 2015 – Behind every destination is a story. In Fairfax County, these stories are found in the everyday people who live, work, and play here. These people come from every corner of Fairfax County and are bound together by passion, craftsmanship, and authenticity. Visit Fairfax, the county's official tourism organization, is proud to launch the Storytellers Video Series, a collection of unique local stories that will showcase Fairfax County's tourism gems and inspire travelers to create their own story in Northern Virginia.

Developed in partnership with Visit Fairfax's agency of record, WHITE, the Storytellers Video Series is bursting with intriguing narratives. Learn why the pilots of the fastest jet in the world couldn't talk about the earth-shattering records they were breaking. Find out what three-ton object sets one Northern Virginia garden apart from all others. Hear how George Washington's famous rye whiskey was distilled in the 18th Century. Add lesser-known attractions to your travel to-do list, including a Frank Lloyd Wright masterpiece and a former prison turned arts center.

The Storytellers Video Series was designed to highlight the genuine travel experiences that visitors – and locals – can find in Fairfax County, with tips and excerpts from the people who love this region and who make this area a great destination to visit.

“Our storytellers bring to life the authenticity of many of the attractions and unique places and people of Fairfax County by sharing what it is that they are most passionate about,” said Barry Biggar, President and CEO of Visit Fairfax. “Fortunately for us, we have a plethora of amazing things to do and see. The extraordinary people featured in the Storytellers Videos will inspire people to visit this region far better than any written word ever will.”

From the park rangers and chefs to the museum docents and town mayors, meet these passionate experts who know Fairfax County best. Travelers seeking tips and ideas on how to craft their own story in Northern Virginia should visit www.fxva.com/storytellers or join the conversation on Facebook and Twitter.

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About Visit Fairfax

Visit Fairfax is the official destination marketing organization for Fairfax County, Virginia. Charged with tourism marketing and promotion, it is directed by many of the County's top tourism and hospitality leaders. For more information, please visit www.fxva.com. Join the conversation online at Facebook (www.facebook.com/visitfairfaxva) or on Twitter ([@VisitFairfax](https://twitter.com/VisitFairfax)). Hashtag: #fxva