



## **Virginia Beach Convention & Visitors Bureau Selects FINN Partners as PR Agency of Record**

**NEW YORK, July xx, 2020** – Global marketing and communications firm FINN Partners is the new agency of record in the U.S. for the Virginia Beach Convention & Visitors Bureau (CVB). FINN, in collaboration with minority-owned (SWaM-certified) Brickell Partners, will be responsible for developing and executing an integrated communications program including media relations, marketing communications, promotions, special events and social media planning. The program’s goal, as the city reopens to visitors, is to elevate brand awareness and sustainable year-round tourism for this vibrant coastal destination in southeastern Virginia.

The yearlong contract will be managed by FINN's Travel & Lifestyle New York office and led by Virginia M. Sheridan, managing partner. The Virginia Beach CVB joins a roster of tourism and lifestyle clients including Brand USA, I Love NY, National Harbor, South Africa Tourism, Turkish Airlines and Allianz Travel. The transformational work the agency conducted on its three-decade long client Greater Fort Lauderdale, under Sheridan’s leadership, has been cited as a factor in the selection of FINN Partners.

“Virginia Beach is a premier costal destination and we are thrilled at the opportunity to work on behalf of this iconic and asset-rich city,” said Virginia M. Sheridan, managing partner, Travel & Lifestyle, FINN Partners. “As a thriving mid-Atlantic destination with a variety of amenities, a myriad of accommodations options, activities suitable for the entire family, and an eclectic culinary scene, there is a rich story to be told. We’re eager to help travelers uncover moments of discovery and inspiration at Virginia Beach and promote continued travel to this vibrant destination.”

“FINN’s Travel & Lifestyle practice is widely recognized as a leader in the travel and hospitality space,” said Tiffany Russell, vice president marketing and communications, Virginia Beach Convention & Visitors Bureau. “Our team looks forward to working with FINN, especially during this critical time, as they offer deep expertise to help us elevate Virginia Beach’s brand and profile. In addition to the new PR assignment, we are launching a number of new marketing initiatives on behalf of our tourism partners, not just for now, but as we further redefine our brand image.”

FINN continues to expand its global travel practice, most recently winning assignments with the Italian Tourism Board and Air Charter Service, the world’s largest private air charter company.

In addition to its comprehensive scope of global travel-related services, FINN recently launched a new network leveraging internal and external expertise to help travel businesses recover from the devastating effects of Covid-19. The Global Travel Recovery Network offers clients a range of communications and marketing services, tapping capabilities of the agency’s health, digital marketing, technology, sustainability, public affairs and diversity practices.

### **About FINN Partners**

Founded in 2011 on the core principles of innovation and collaborative partnership, FINN Partners has more than quadrupled in size in eight years, becoming one of the fastest growing

independent public relations agencies in the world. The full-service marketing and communications company's record setting pace is a result of organic growth and integrating new companies and new people into the FINN world through a common philosophy. With almost 800 professionals, FINN provides clients with global access and capabilities in the U.S., Europe and Asia. In addition, FINN provides its clients with access to top tier agencies around the world through its membership in the global network PROI. Headquartered in New York, FINN's other offices are located in Boston, Chicago, Detroit, Hong Kong, Fort Lauderdale, Frankfurt, Jerusalem, London, Los Angeles, Munich, Nashville, Paris, Portland, San Francisco, Seattle, Shanghai, Singapore and Washington D.C. Find us at [finnpartners.com](http://finnpartners.com) and follow us on Twitter and Instagram at [@finnpartners](https://www.instagram.com/finnpartners).

### **About Virginia Beach**

Virginia Beach, one of Virginia's most populous cities, resides where the Chesapeake Bay meets the Atlantic Ocean. The city is home to 35 miles of sandy beaches, a flourishing culinary and emerging craft beer scene, rich history, a variety of arts and entertainment and family-friendly attractions that keeps its visitors entertained year-round.

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