

Wilmington & the Brandywine Valley Press & Media Kit

Greater Wilmington Convention & Visitors Bureau

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Destination Overview

Who We Are

The Greater Wilmington Convention & Visitors Bureau markets New Castle County, Delaware's largest and northernmost county, as a weekend getaway by promoting our tourism assets; in addition, we market the destination for meetings, reunions, associations and group tours.

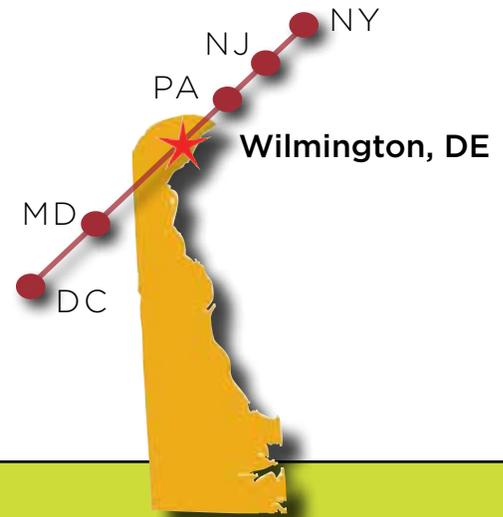
Area Overview

America's corporate capital. America's garden capital.

In Wilmington and the Brandywine Valley, town and country have never been closer.

Whether in town for business or here for pleasure, drive only a few miles from downtown Wilmington, and you'll be able to hear the hum of the city quickly give way to the quiet of the Brandywine Valley, a place where countryside estates and gardens have been carefully preserved for more than a century.

The area is a popular weekend getaway destination for couples, girlfriend groups, and those with a passion for history, culture and gardens. Many of the area attractions are rooted in the legacy of the du Pont family, while a new generation has infused the area with a hip restaurant and craft beer scene, music venues, a vibrant riverfront, outdoor adventure and a nearly year-round festival season.



*If all you've seen is I-95,
then you've never really
seen Wilmington and
the Brandywine Valley.*

*Discover a place of
history and beauty that's
hidden in plain sight.*



Location

Wilmington & the Brandywine Valley is in the heart of the Mid-Atlantic region, just minutes south of Philadelphia International Airport and directly along the I-95 corridor. The Wilmington Amtrak station is the ninth busiest in the country and offers dozens of options into Wilmington, including Acela, from Richmond to Boston.

Distance From:

Downtown Philadelphia: 38 minutes

Lancaster, PA: 1 hour, 11 minutes

Downtown Baltimore: 1 hour, 16 minutes

Atlantic City: 1 hour, 29 minutes

Washington: 1 hour, 43 minutes

Ocean City, MD: 2 hours, 13 minutes

Midtown Manhattan: 2 hours, 15 minutes

Population

Based on a 2016 United States Census estimate

Wilmington, Delaware's largest city, has a population of 71,442 - about 13% of New Castle County's population.

Top Attractions

Brandywine River Museum of Art

Delaware Art Museum

Delaware Museum of Natural History

Fort Delaware

Hagley Museum

Historic Houses of Odessa

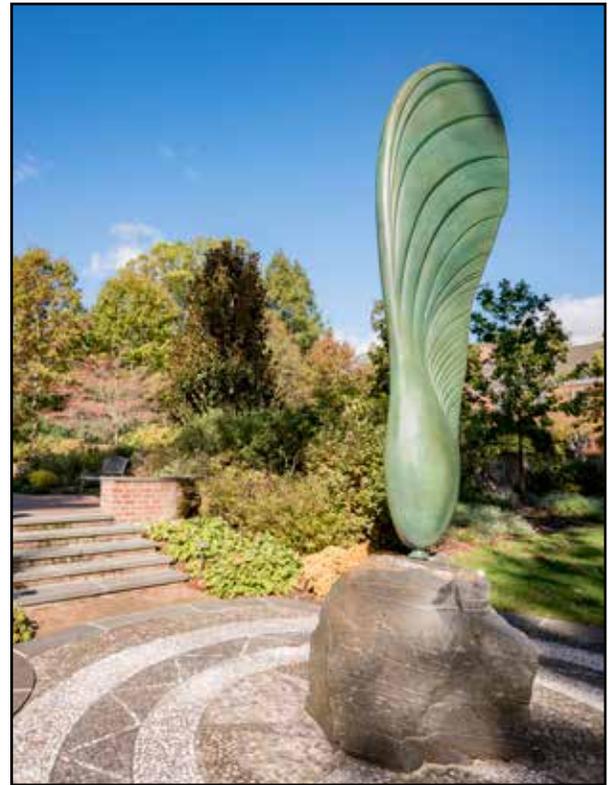
Historic New Castle

Longwood Gardens

Mt. Cuba Center

Nemours Estate

Winterthur Museum, Garden & Library



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By the Numbers

0 Sales tax in Delaware on shopping, dining and entertainment

3 Generations of Wyeth family artwork on display at the Brandywine River Museum of Art

23 Miles I-95 passes through Delaware

67 Percent of Fortune 500 companies incorporated in Delaware

77 Rooms in the mansion at Nemours Estate, Alfred I. du Pont's gift to his wife Alicia (circa 1910)

100 Festivals hosted in Greater Wilmington & the Brandywine Valley each year

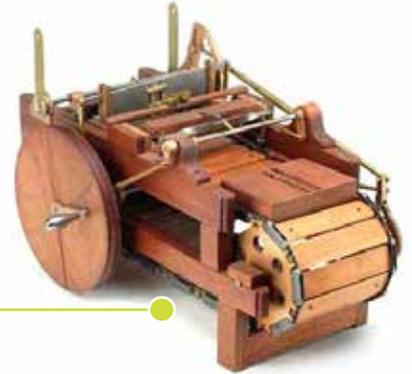
175 Magnificent rooms in collector and horticulturist Henry Francis du Pont's Winterthur



319 Years Old Swedes Church has been standing and used as a place of worship

3,054 Acres of public gardens in Greater Wilmington and the Brandywine Valley

5,000 Patent models at Hagely Museum, the largest private collection in the world



6,000 Hotel rooms in Greater Wilmington

10,010 Pipes in the Longwood Organ, the largest Aeolian organ in a residential setting

11,500 Confederate prisoners held at Fort Delaware during the Civil War



66,000 Study skins in the bird collection of the Delaware Museum of Natural History

90,000 Piece collection of American decorative arts at Winterthur Museum, Garden and Library



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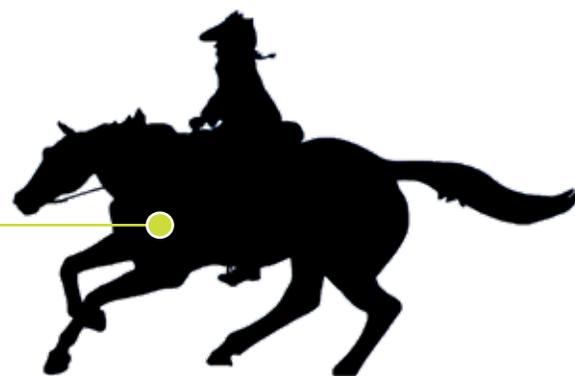
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Wilmington A-to-Z

Attractions: If all you've seen is I-95, then you've never really seen Wilmington & the Brandywine Valley. Discover a place that's hidden in plain sight. Historic sites, gardens, mansions, world-class museums, theaters, restaurants, craft beer and so much more is just minutes from the Interstate and each other.

Blue Rock: Found along the Brandywine River, the DuPont Company used blue rock to build much of the infrastructure for its black powder production facilities in the early 1800s. Today this very powder mill can be seen at Hagley Museum, along with the du Pont family ancestral home, gardens, workers' village and visitors center.

Caesar Rodney: Caesar Rodney, a lawyer from Delaware, rode by horse overnight to Philadelphia to cast a tie-breaking vote for independence on July 2, 1776. He is immortalized today by a statue above a park in the center of Wilmington that bears his name.



Delaware Theatre Company: Before New York and Los Angeles, new plays debut at the Delaware Theatre Company, and theater insiders know Wilmington as a place to preview new shows in the pipeline toward Broadway. Recent productions included *Diner*, *White Guy on the Bus* and *Something Wicked this Way Comes*.

E.I du Pont: Éleuthère Irénée du Pont founded the E. I. du Pont de Nemours and Company in 1802 in Wilmington as a gunpowder manufacturer. Later, shortened to the more commonly used DuPont, the company became known for innovative inventions such as Nylon, Lucite, Teflon, Lycra and Kevlar.



Festivals: From the first touch of winter's chill to the hot nights of summer, Wilmington and the Brandywine Valley is host to more than 100 festivals a year - ethnic festivals, beer festivals, religious festivals and the list keeps on going.

Garden Capital: You can find six of the 30 public gardens that comprise America's Garden Capital in Wilmington and the Brandywine Valley. Brandywine River Museum of Art, Hagley Museum, Longwood Gardens, Mt. Cuba Center, Nemours Estate and Winterthur Museum, Garden & Library are all within nine miles of each other.



Historic New Castle: The town where Delaware became the first colony to declare its independence - before Jefferson finished his Declaration - is still fully occupied and second only to Colonial Williamsburg in the number and authenticity of its historic structures.

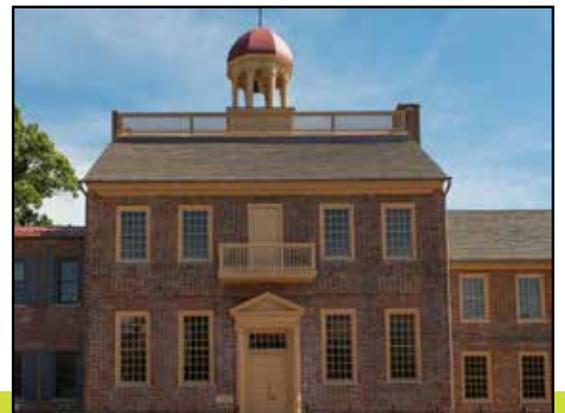
Incorporation: Due to Delaware's favorable incorporation laws, more than half of the publicly traded corporations on the U.S. stock exchange - including 67 percent of Fortune 500 companies - are incorporated in Delaware.

Jessop's Tavern: Located in Historic New Castle, Jessop's Tavern serves some of the finest authentic colonial fare in the region... but it's the Belgian beers that keep the customers coming back. Jessop's offers more than 350 Belgian bottles and 21 draft beers.

Kalmar Nyckel: The original *Kalmar Nyckel* served as Governor Peter Minuit's flagship for the 1638 expedition that landed on the rocks of the Christina River and established the colony of New Sweden - modern-day Wilmington. Today, you can tour and sail on a full-size replica of the *Kalmar Nyckel* at the Copeland Maritime Center in Wilmington.



Leni Lenape: Also known as Lenape or Delaware Indians, these indigenous people hailed from the Northeast Woodlands that ranged from the coast of Delaware north through New Jersey and New York. Most left the area and were forced west into present-day Ohio after the signing of the Treaty of Easton in 1758.



Macaroons: Though no one truly knows the origin of their recipe, the macaroons at the HOTEL DU PONT are known far beyond Wilmington. The cookie with the perfect almond flavor was once only available on special occasions, but today they are served during afternoon tea and after every meal in the hotel's famed Green Room, and they are available for purchase at the front desk or the hotel's new bakery counter.

Nation's First State: Delaware declared its independence from the British Crown and Pennsylvania on June 15, 1776, two weeks ahead of the Declaration of Independence. Its representatives, George Read, Caesar Rodney and Thomas McKean, then became the first to ratify the Constitution, thus earning Delaware's moniker, "The First State."

Odessa: The historic village of Odessa, just a short drive south of Wilmington, includes six restored homes and buildings from the 18th and 19th century on 30 acres of surrounding land and gardens. Visitors can learn the story of Sam, a runaway slave hidden from authorities by homeowner Mary Corbit, as they tour the Corbit-Sharp house, a stop along Delaware's Underground Railroad Byway.

Parks & Recreation: Created in 2013, Delaware was the last state to get a National Park. Under the Antiquities Act, President Obama created the First State National Monument, later redesignated by Congress as the First State National Historical Park. This unique park is spread throughout the state and made up of seven historically significant locations in Delaware.

Quakers: Wealthy landowner, abolitionist and Quaker Thomas Garrett, along with fellow Quaker John Hunn, played a major role in helping slaves reach their freedom along the Underground Railroad. Garrett was a major benefactor to Harriet Tubman's efforts and is said to have helped nearly 2,700 slaves to freedom.

Racing: Wilmington is home to many high-caliber races throughout the year, including the Wilmington Grand Prix, a perennial part of USA Cycling's National Race Calendar. Winterthur's Point-to-Point steeplechase races have been Delaware's derby for 40 years, Casino at Delaware Park offers live thoroughbred racing spring to fall, and the Delaware Marathon continues to grow year after year with participants from around the world.



Sips & Suds: From the Vintage Atlantic Wine Region, the East Coast's newest wine destination, to a burgeoning local beer scene that includes regional brewpub chains that got their start in Newark to newly opened microbreweries that operate out of warehouses and even a restored tobacco mill, you're near the start of an afternoon tasting tour of Wilmington and the Brandywine Valley.



Tech Savvy: Home to such financial institutions as Bank of America, Barclays, Capital One, Chase, and SoFi, it's no wonder Wilmington has become a hotbed for FinTech (Financial Technology). This includes the rise of Zip Code Wilmington, the coding school that's directly helping these institutions fill FinTech positions.

University Town: Home to the University of Delaware, Newark is the quintessential college town and has become a dining and shopping destination with a mix of historic taverns, college bars, coffee shops and trendy restaurants that attract both locals and students. In 2011, Newark's Main Street was recognized with the Great American Main Street Award given by the National Trust for Historic Preservation.

Violins: Famed musician and master of several stringed instruments, David Bromberg calls Wilmington his home. Bromberg's career spans decades and includes undertakings with Bob Dylan, George Harrison, Jerry Garcia and many more, as well as solo work. Today, Bromberg operates David Bromberg Fine Violins on Wilmington's Market Street.

Weekend Getaway: Wilmington & the Brandywine Valley is in the heart of the Mid-Atlantic region and less than a two-hour drive from both New York City and Washington, making it the ideal destination for a weekend getaway. Combine this with easy access from I-95, the convenience of Amtrak and a short 30-minute drive from the Philadelphia International Airport and all you need to do is pick the weekend.

X Marks the Spot: You'll find a treasure trove of information on local attractions, events, and restaurants at the Visitors Center in downtown Wilmington, just a block from Rodney Square and directly behind the famed HOTEL DU PONT.

Youngsters: A visit to Greater Wilmington is not lost on children. The fun ranges from the Delaware Children's Museum, Wilmington Blue Rocks and DuPont Environmental Education Center all along the Wilmington Riverfront to the Brandywine Zoo, Delaware Museum of Natural History and Winterthur's Enchanted Woods to the Wilmington & Western Railroad and Delaware 87ers.

Zero Sales Tax: Delaware is one of only five states without a sales tax. In fact, shopping, dining and entertainment are all tax-free in Delaware. This is a major draw for more than 20 million annual visitors to Christiana Mall.



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Wilmington Fun Facts

- In 1682, after a trans-Atlantic journey, William Penn took his first steps on American soil in what is present day New Castle, Delaware – known locally as Historic New Castle.
- Old Swedes Church (1698) is the oldest church in the United States standing as originally built and still used as a house of worship.
- Delaware declared its independence from the British Crown and Pennsylvania on June 15, 1776, two weeks ahead of the Declaration of Independence.
- The 1777 Battle of Cooch's Bridge is the only significant Revolutionary War battle to take place in Delaware and is said to be the first time Betsy Ross's stars-and-stripes flag was ever flown.
- On December 7, 1787, Delaware became the first state to ratify the U.S. Constitution - thus earning its moniker, "The First State."
- Nearly 50 percent of all gunpowder used by the Union Army during the Civil War was produced at the DuPont Company's mills along the Brandywine.
- Delaware is the only state with a curved or arced border – carving a near perfect semi-circle out of southeastern Pennsylvania.



Known as the Mayflower of the Delaware Valley, Swedish ship Kalmar Nyckel landed along the banks of the Christina River in 1638 and founded the colony of New Sweden – now present-day Wilmington.



- Delaware Museum of Natural History houses the second-largest bird collection in North America, including approximately 66,000 study skins, 11,000 skeletons and 36,000 clutches of eggs.
- Delaware's highest point is located in North Wilmington on Ebright Road near the Pennsylvania border and comes in at a whopping 447.85 feet above sea level.
- Wilmington's August Quarterly is the oldest African-American festival in the United States, commemorating the founding of the Union Church of Africans, the first African-American church independently incorporated in 1813.
- The small town of Odessa, just a short drive south of Wilmington, is home to one of the finest collections of 18th- and 19th-century architecture in the Mid-Atlantic region.
- Winterthur Museum, former home to Henry Francis du Pont, owns more of George Washington's presidential china than Mount Vernon.
- The Playhouse on Rodney Square is the oldest continuously operating theater in the country.
- Delaware is one of only five states without a sales tax – a major draw for more than 20 million annual visitors to Christiana Mall.
- More than half of the publicly traded corporations on the U.S. stock exchange -including 67 percent of Fortune 500 companies - are incorporated in Delaware.
- You can find six of the 30 public gardens that comprise America's Garden Capital in Wilmington and the Brandywine Valley... all within nine miles of each other.
- Music legend Bob Marley lived in Wilmington during his younger years, working for the DuPont Company and the Chrysler Assembly Plant.
- From jazz and opera to antiques and ethnic celebrations, Greater Wilmington hosts more than 100 festivals a year.
- The Delaware Art Museum has the largest collection of Pre-Raphaelite artwork outside the United Kingdom.
- Stone Balloon Ale House chef Robbie Jester defeated Iron Chef Bobby Flay on the Food Network's "Beat Bobby Flay."
- The Port of Wilmington, on the Delaware River, is the number one North American seaport for imports of bananas, fresh fruit and juice concentrate.



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Story Ideas

A Visit to Wilmington and the Brandywine Valley is like a riveting, romantic tale of two cultures, two centuries... even two different worlds. A destination marked by sharp contrasts. Town and Gardens. Past and Present. Historic and Hip.

Of course, the most defining and all-encompassing story in Wilmington and the Brandywine Valley is the town and garden experience. Wilmington is the town side of the visitor equation, the urban hub, if you will. Here the 21st century thrives even as a cultural renaissance is underway. Four-star restaurants, fine art and world-class entertainment share space with abundant shopping from big box to unique boutiques. The theatre, symphony and ballet appeal to the artsy side of visitors and residents alike.

As visitors travel north into Brandywine Valley, the mental and visual landscape transforms to a different time and place. Here the elegant estates and glorious gardens of a bygone era are a different kind of testament to the wealth and influence of the du Pont family and the beauty of their legacy. Reminiscent of a “Downton Abbey” episode, it is like stepping back into a greater, grander time. From formal to natural and everything in between, each garden and each estate tells its own story.

Suggested Story Ideas

From Pre-Raphaelite to Pyle: Over 100 Years of the Delaware Art Museum

All in the Family: The Art of the Wyeth Family

Innovation's Caretaker: Hagley Museum, Home to World's Largest Private Patent Model Collection

Hagley Museum: Where the du Pont Story Begins

Glorious Gardens: Six Not-to-Miss Brandywine Valley Gardens

The Fountains of Longwood Gardens:
A Spectacle of Water, Light and Fire

Brandywine Treasure Trail Passport:
A Summer of Savings

du Pont Built: Beyond Invention,
Generations of Legacy

Delaware's Underground Railroad:
The Last Stop to Freedom

Living History: Greater Wilmington's Most
Important (and Sometimes Hidden) Historic Sites

The Spirit of Christmas: From Colonial Towns
to du Pont Mansions Dressed to the Nines



Looking for more?

Museum & Gardens

- Curator's Choice: Six Museums, Six Not-to-Miss Items
- Moving Museums: American Helicopter Museum, Marshall Steam Museum at Auburn Heights, Wilmington & Western Railroad
- Celebrate Fall with Longwood Gardens' Chrysanthemum Festival
- Turning Winter Into Spring: Longwood's Orchid Extravaganza

History & Heritage

- Separation Day: Celebrating Independence from the Crown and Pennsylvania
- A Day in Old New Castle: America's Oldest House and Garden Tour
- Swedish Roots: Wilmington's Connection to Its Swedish Settlers

Culture

- Experience Shakespeare Under the Stars at the Annual Delaware Shakespeare Festival
- The Ascendant Opera Delaware Festival Shines Over Two Spring Weekends
- Before NY and LA, New Plays Debut at the Delaware Theatre Company
- A Festival for Every Season: Over 100 Festivals per Year Fill Greater Wilmington's Calendar

Food & Beverage

- Beyond Dogfish Head; Exploring Craft Beer in Greater Wilmington
- Exploring the East Coast's Newest Wine Destination - the Vintage Atlantic Wine Region

African American History

- From Tubman to Garrett: The Roles Maryland, Delaware and Pennsylvania Played in the Underground Railroad
- Paul R. Jones Collection of African American Art at the University of Delaware
- New Center for African American Heritage Preserves the History of African Americans in Delaware

Outdoor Adventure

- Put Some Outdoor Adventure into Your Wilmington Weekend Getaway
- Get On Your Bikes and Ride: Delaware Ranks as a top-10 Bicycle-Friendly State
- Hidden Gem: Birding in Greater Wilmington

Family

- World-Class Gardens, Not Just for the Adults
- Family Fun on Wilmington's Riverfront
- Year-Round Fun on the Wilmington & Western Railroad
- Kids Get Touchy at the Delaware Children's Museum
- Hands-On at the Delaware Museum of Natural History

Getaways

- Gather Your Besties, It's Girls Weekend in Greater Wilmington
- Tax-free Shopping and the Girls Make for the Perfect Weekend Getaway
- Couples Getaway to Greater Wilmington: History, Culture, Gardens and Romance
- Refresh, Refuel: Easy Family Escape to Wilmington & the Brandywine Valley



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Social Media

Share and Share Again

The Greater Wilmington Convention and Visitors Bureau can be found on most major social media channels. When sharing your stories over social media, please tag us so we can in turn tag and share your content with our fans.

Thank you!



Wilmington and the Brandywine Valley



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For questions or to learn more about the GWCVB's social media efforts, please contact Jessica Colasanti on 302.295.2211 or jcolasanti@VisitWilmingtonDE.com.

