



For Immediate Release  
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## **BEDFORD TOURISM WINS VIRGO AWARD**

The Bedford Tourism Office has won a Virgo Award for "Regional Partnership Initiative" from the Virginia Association of Convention and Visitors Bureaus (VACVB) for its cooperative marketing effort with Roanoke and Lynchburg called "Arts Along Rt. 460." The award was presented at the Virginia Tourism Summit held on Tuesday of this week. The Arts Along Rt. 460 program was developed by the Bedford Tourism Office which secured the cooperation of the Roanoke Valley Convention and Visitors Bureau, The Greater Lynchburg Convention and Visitors Bureau and the many art-related organizations and institutions throughout the region to cooperate to promote the region's visual and performing arts venues. The effort was successful in getting grant funds from the Virginia Tourism Corporation and the Virginia Commission for the Arts to support the promotion and they developed a website that promotes the visual and performing arts throughout the region. It was largely because of this effort that Sergei Troubetzkoy, Director of Tourism for Bedford, was a speaker at the Virginia Commission for the Arts annual symposium last year where he spoke about ways that arts groups can partner with their local tourism offices. A website that was developed by this cooperative program, [www.artsalong460.org/](http://www.artsalong460.org/), has generated a huge amount of attention and represents one of the few regional partnerships in Virginia that promote the arts.

There are nine categories of The Virgo Awards which are named after the astrological sign Virgo which is one of the largest constellations in the sky and was used by early settlers and explorers as they explored new worlds. The name Virgo is based on the same Latin word that provided the name for the Commonwealth of Virginia which in-turn is related to the Roman Goddess "Virtus" depicted on the Virginia State Seal. Judges for the awards were tourism professionals from Maryland.

At the same meeting, Sergei Troubetzkoy, Director of Tourism for Bedford was elected "President-Elect" of the Virginia Association of Convention and Visitors Bureaus. The VACVB is comprised of local and regional tourism promotional organizations throughout Virginia. Troubetzkoy has served on the Executive Committee for the past two years.

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