|  |  |
| --- | --- |
|

|  |
| --- |
| **https://mlsvc01-prod.s3.amazonaws.com/8be904aa201/60e3a021-2998-4120-9a76-6f970027673a.jpg** |

 |
|  |
|

|  |  |
| --- | --- |
| Press Release | For Immediate Release |

 |
|

|  |  |  |  |
| --- | --- | --- | --- |
|

|  |  |  |
| --- | --- | --- |
|

|  |
| --- |
| **Destinations Across the Mid-Atlantic Reveal What's New in 2018****(Mid-Atlantic Region, USA, December 13, 2017)**- The Mid-Atlantic Region boasts a number of new and exciting experiences opening in 2018. The Mid-Atlantic Tourism Public Relations Alliance ([MATPRA](http://www.matpra.org/)) is excited to be the first to highlight many of these events and activities around the region. Interested in learning more about what's new in the Mid-Atlantic? Email the contact in the description below for specific information.**Delaware****Greater Wilmington**Over one million visitors were wowed with the new Main Fountain Garden at Longwood Gardens as it roared to life with 1,700 jets and streams working to create one of the most visually stunning spectacles in the Mid-Atlantic. Don't wait for spring and summer to visit; Longwood is beautiful year-round. *Greater Wilmington Convention and Visitors Bureau, Lyn Lewis,**lynlewis@visitwilmingtonde.com**,*[*VisitWilmingtonDE.com*](https://www.visitwilmingtonde.com/) **Maryland****Annapolis & Anne Arundel County**Several new openings and activities are slated in the area in 2018: the 17-story, 310-room, luxury Live! Hotel in Hanover; the renovation of the James Brice House in Annapolis; new sunset concerts at Annapolis Maritime Museum and Park; and the Crooked Crab Brewing Company in Odenton*.**Visit Annapolis & Anne Arundel County, Susan Seifried,**sseifried@visitannapolis.org**,*[*VisitAnnapolis.org*](http://www.visitannapolis.org/) **Calvert County**Explore the region's aquaculture on the Southern Maryland Oyster Trail that runs along the waterways of the tri-county area. Along the trail, rich maritime history comes alive at the Calvert Marine Museum and J.C. Lore Oyster House. Visit [MarylandOysterTrail.com](http://www.marylandoystertrail.com/) for complete trail details.*Calvert County Department of Economic Development, Katie Brittain,**katie.brittain@calvertcountymd.gov**,*[*ChooseCalvert.com*](http://www.choosecalvert.com/) **Frederick County**You do the drinking, Frederick Brew Bus will do the driving! For just $10, you can spend the day hopping on and off this bus stopping at many of Frederick's unique and delicious breweries. *Visit Frederick, Melissa Joseph Muntz,**mmuntz@fredco-md.net**,*[*VisitFrederick.org*](http://www.visitfrederick.org/) **Hagerstown - Washington County**Hagerstown and Washington County will host the USA Cycling Amateur Road National Championships in 2018. Thousands of spectators are expected to watch 700 cyclists compete throughout the county, July 26-29. USA Cycling is the official governing body for all disciplines of competitive cycling in the United States. *Visit Hagerstown, Betsy DeVore,**betsy@visithagerstown.com**,*[*VisitHagerstown.com*](http://www.visithagerstown.com/) **Harford County**Visit Harford is excited to announce that the Bassmaster Elite Series, the biggest and best fishing tournament series in the world, is coming to Harford County in July 2018! Over 100 top bass anglers will compete for a first-place prize of $100,000 and top points in the year-end standings. *Visit Harford, Mindy Schneider,**mindy@visitharford.com**,*[*VisitHarford.com*](http://visitharford.com/)**Kent County**Chester River Wellness Alliance, a newly established organization of health and wellness providers in Kent County, works collaboratively to build wholistic wellness and healing experiences. The organization offers everything from yoga and massage to acutonics and reiki. Begin your journey to vibrant wellness today in Kent County.*Kent County Tourism, Bernadette Bowman,**bbowman@kentgov.org**,*[*KentCounty.com*](http://www.kentcounty.com/) **Wicomico County**In Wicomico County, Maryland, the Wicomico Youth & Civic Center is newly renovated and the Henry S. Parker Athletic Complex is expanding from five baseball/softball fields to eight, four of which have synthetic turf infields. The National Folk Festival will be held in Salisbury, Maryland, from Sept. 7-9, 2018.*Wicomico County, Vanessa Junkin,**vjunkin@wicomicocounty.org**,*[*WicomicoTourism.org*](http://www.wicomicotourism.org/)**Pennsylvania****Commonwealth of Pennsylvania**While the New Year will bring plenty of openings and iconic anniversaries to the state, the Pennsylvania Tourism Office is particularly excited to celebrate our state's railroading history, culinary experiences and makerspaces in 2018. *Pennsylvania Tourism Office, Emily Hemming,**ehemming@tierneyagency.com**,*[*VisitPA.com*](http://visitpa.com/)**Central Pennsylvania**The streets of State College will come alive with dance, theatre, comedy and more for the 1st Annual Central PA Theatre and Dance Fest, June 22-24, 2018. August also ushers in the New York-Penn League All-Star Game, when several future major leaguers will come to State College for the showcase.*Central Pennsylvania Convention & Visitors Bureau, Andy Rupert,**andyr@visitpennstate.org**,*[*VisitPennState.org*](http://www.visitpennstate.org/) **Franklin County**The 11/30 Tourism Center will be opening at 15 South Main Street in 2018! This future home of the Franklin County Visitors Bureau will serve as a home for the Certified Tourism Ambassadors, exhibits, seminars, demonstrations, presentations, mixers and will act as a visual and interactive platform to launch tours.*Franklin County Visitors Bureau, Lauren Cappuccio,**lcappuccio@explorefranklincountypa.com**,*[*ExploreFranklinCountyPA.com*](https://www.explorefranklincountypa.com/) **Lancaster County**Lancaster's new year brings the unveiling of Merlin's Mayhem coaster at Dutch Wonderland, a two-tier Aerial Obstacle Course at Refreshing Mountain Retreat, the greatest rescue story of all time in "Jesus" at Sight & Sound Theatre, and the cool & unique Rock Lititz Hotel.*Discover Lancaster, Joel Cliff,**jcliff@discoverlancaster.com**,*[*DiscoverLancaster.com*](http://discoverlancaster.com/) **Laurel Highlands**The Tower of Voices, the final phase of the Flight 93 National Memorial, will be unveiled in September 2018. At 93-feet tall, the tower will act as a living memorial with 40 uniquely pitched chimes of varying sizes representing the eternal voices of the 40 heroic passengers and crew members.*Laurel Highlands Visitors Bureau, Anna Weltz,**aweltz@laurelhighlands.org**,*[*LaurelHighlands.org*](http://www.laurelhighlands.org/) **Lehigh Valley**Step back in time as you learn about Moravian culture in Bethlehem. Recently named to the U.S. Tentative List for UNESCO World Heritage designation, this National Historic Landmark District is home to more original colonial structures than Williamsburg, Virginia. A host of guided historical tours are available. *Discover Lehigh Valley, Kaitie Burger,**kaitie@discoverlehighvalley.com**,*[*DiscoverLehighValley.com*](http://www.discoverlehighvalley.com/) **Pocono Mountains**Ski areas in the Poconos have updated their trails, rentals, snowtubing, and snow making equipment for 2018! In addition, Blue Mountain Resort is celebrating its 40th anniversary with discount lift tickets and special events and the newly launched Galactic Snowtubing at Camelback Mountain is sure to impress!*Pocono Mountains Visitors Bureau, Kelly Shannon,**kshannon@poconos.org**,*[*PoconoMountains.com*](https://www.poconomountains.com/) **Virginia****Alexandria**From a new high-speed water taxi connecting Alexandria, Virginia and D.C.'s Southwest Waterfront to a new waterfront plaza, discover what's new in 2018. Other trends include independent boutiques with expanded concepts, nearly 20 new restaurants and Mount Vernon's reopened Revolutionary War Theater.  *Visit Alexandria, Leah Spellman, APR,**lspellman@visitalexva.com**,*[*VisitAlexandriaVA.com*](https://www.visitalexandriava.com/)**Arlington**The spring brings one of Arlington's newest attractions, CEB Tower Observation Deck in Rosslyn. Situated 31 stories high at the top of the new CEB Tower office complex, the Observation Deck will feature an outdoor cantilevered terrace that offers visitors truly spectacular views of the DC skyline, along with a restaurant and bar. *Arlington Convention & Visitors Service, Cara O'Donnell,**codonnell@arlingtonva.us**,*[*StayArlington.com*](https://www.stayarlington.com/)**Charlottesville and Albemarle County**Charlottesville & Albemarle County, Virginia will become home to several new hotels in 2018 including the following: The Draftsman - Autograph Collection, Fairfield Inn, and a Home2 Suites.*Charlottesville & Albemarle County CVB, Bri Warner,**warnerb@charlottesville.org**,*[*VisitCharlottesville.org*](https://www.visitcharlottesville.org/) **Fairfax County**Step into George Washington's boots at Mount Vernon's new first-person interactive experience or make plans to visit the Lucy Burns Museum at the Workhouse Arts Center, honoring suffragists. Plus, don't miss Fairfax County's new breweries/distilleries, as well as Mike Isabella's unprecedented new dining experience in Fairfax County this year.*Visit Fairfax, Ali Morris,**amorris@fxva.com**,*[*FXVA.com*](http://www.fxva.com/) **Harrisonburg**Hotel Madison & Shenandoah Valley Conference Center will open in the spring of 2018. It will feature rooms with mountain and downtown views, a farm-to-table restaurant, and spacious ballrooms and boardrooms. Hotel Madison will cater to the needs of the business, leisure and recreational travelers. *Harrisonburg Tourism & Visitor Services, Jessica Williams,**jessica.williams@harrisonburgva.gov**,*[*VisitHarrisonburgVA.com*](http://www.visitharrisonburgva.com/) **Lexington & Rockbridge**Modeled after the Chartres Labyrinth in France, the apple orchard at Halcyon Days Cider Co. is anything but average. They have planted approximately 2,500 dwarf apple trees and are training the limbs to create walls in the form of a labyrinth -- offering approximately 2 miles of pathways to stroll.*Lexington & Rockbridge Area Tourism, Patty Williams,**marketing@lexingtonvirginia.com**,*[*LexingtonVirginia.com*](https://lexingtonvirginia.com/) **Loudoun**Sample your way through the LoCo Ale Trail, which will add several new breweries in 2018, or discover Leesburg's past with the new historical walking tour app. Loudoun will also welcome the ION International Training Center. Started by a former Olympic figure skater, this will feature two NHL-sized rinks. *Visit Loudoun, Jennifer Sigal,**sigal@visitloudoun.org**,*[*VisitLoudoun.org*](https://www.visitloudoun.org/)**Lynchburg**Two downtown jewels from the early 1900s are being restored in Lynchburg for luxury and glamour. The Virginian Hotel reopens this spring with rooftop bar views of the Blue Ridge Mountains and James River. Later in the year, the Academy Center of the Arts' majestic theater reopens for nationally-recognized performers. *Lynchburg Office of Economic Development & Tourism, Krista Boothby,**krista.boothby@lynchburgva.gov**,*[*LynchburgVirginia.org*](http://www.lynchburgvirginia.org/) **Prince William County & Manassas, VA**Find your center at the Little Goat Farm at the Lake in Prince William County! Offering lakeside live music, Goat Yoga and a true farm experience, this relaxing retreat is just 30 miles outside of Washington D.C. and a must-see on your next visit to the Nation's Capital.*Prince William County Office of Tourism, Nicole Warner,**nwarner@pwcgov.org**,*[*VisitPWC.com*](http://visitpwc.com/) **Richmond**The Richmond Region is celebrated for its art scene, and 2018 will be the biggest year yet with the opening of the Institute for Contemporary Art on April 21. The free institution's inaugural exhibition- Declaration - explores art's power to respond to pressing social issues. *Richmond Region Tourism, Meghan Gearino,**mgearino@visitrichmondva.com**,*[*VisitRichmondVA.com*](http://visitrichmondva.com/) **Shenandoah County**Shenandoah County is the place for local microbreweries. With the success of the Woodstock Brewhouse and Swover Creek Farm Brewery in the last two years, enthusiasm has grown. Sibling's Rivalry and Box office Brewery will open in the spring of 2018, joining the new Ridge Runner Brewery. *Shenandoah County Tourism, Jenna French,**jfrench@shenandoahcountyva.us**,*[*VisitShenandoahCounty.com*](https://visitshenandoahcounty.com/) **Virginia's Blue Ridge**Take the Amtrak train into the heart of downtown Roanoke in Virginia's Blue Ridge for a metro-mountain getaway in 2018 when the city becomes a stop on the Northeast Regional Route. The route will provide daily service to and from destinations like Washington, D.C., Baltimore, Philadelphia, New York, and Boston.*Visit Virginia's Blue Ridge, Taylor Spellman,**tspellman@visitvbr.com**,*[*VisitVBR.com*](http://www.visitvbr.com/) **West Virginia****Hampshire County**The River House in Capon Bridge, a newly opened non-profit, brings together homegrown arts, music and community. Stop by for a fresh cup of coffee, a cafe meal, glass of beer or wine and to browse the artist gallery in the renovated 100-year-old building. Special events are hosted most weekends! *Hampshire County Convention & Visitors Bureau, Jonathan Bellingham,**info@cometohampshire.com**,*[*CometoHampshire.com*](http://http:www.cometohampshire.com/) |

|  |
| --- |
| **About Mid-Atlantic Tourism Public Relations Alliance**The Mid-Atlantic Tourism Public Relations Alliance (MATPRA) is a cohesive unit of regional tourism partners encompassing Delaware, Maryland, Pennsylvania, Virginia, West Virginia and Washington, D.C. The group serves travel journalists by creating a regional resource that ignores geographical boundaries. The Alliance promotes common threads and offers saleable stories to journalists about the mid-Atlantic destination as a whole. For more information, visit [www.matpra.org](http://www.matpra.org/).    # # # |

 |

 |

 |