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For Immediate Release

Contact: Karen Hedelt

540-372-1216 or khedelt@fredericksburgva.gov

First-Time Downtown Holiday Promotion Receives State Tourism Trailblazer Honor

“Window Wonderland,” the popular downtown Fredericksburg holiday promotion is the first recipient of the Virginia Tourism Corporation’s Trailblazer Award for excellence and creative accomplishment in tourism marketing and promotion. The award was created this year to foster the development of imaginative and innovative marketing promotion programs and activities.

Created by the Department of Economic Development in partnership with The Free Lance-Star and the Economic Development Authority in 2011, “Window Wonderland” gave cash and other prizes to entrants who successfully visited shops in downtown shops, galleries and restaurants and answered toy-related riddles.

This is the first year the Trailblazer Award has been made. It was created to recognize a single targeted promotion aimed at increasing awareness and visitation of a locality or region. Entries included individual or cooperative destination marketing programs or campaigns including special promotions, events, direct marketing, electronic, technical or interactive marketing efforts and creative elements in all forms of media and public relations efforts.

“Window Wonderland was a fun and creative promotion that was seized upon by the public,” said Karen Hedelt, Director of Economic Development and Tourism for the city. “We had a goal of generating foot traffic, awareness and sales in the downtown and it was a success on all counts. We appreciate the state’s recognition of ‘Window Wonderland’.”

The award was presented at the VTC’s 2012 Visitor Center Seminar. Julie Perry attended the seminar and received the award on behalf of the city.