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**FOR IMMEDIATE RELEASE**

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**Tourism Marketing Grant Reopens February 1, 2018**  
***Non-profits encouraged to apply for annual marketing grant aimed at bringing in visitors***

CHRISTIANSBURG, VA – The Montgomery County VA Regional Tourism Office will reopen the annual tourism marketing grant on February 1, 2018 to all nonprofits in Montgomery County with the purpose of increasing visitation to Montgomery County

The Montgomery County Tourism Marketing Grant Program is a matching grant that as of 2018 allows all non-profit organizations, as classified by the IRS, to apply for their marketing initiatives. The program was designed in 2016 by the Montgomery County Tourism Development Council to stimulate visitor spending and increase overnight stays in Montgomery County, and the towns of Blacksburg and Christiansburg. Applications should include a new component of an existing event or project, or for a new event or project.

The full guidelines and application for the tourism marketing grant are located at <http://www.gotomontva.com/media-resources>.

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For more information, please contact Irene Kilmer with the Montgomery County VA Regional Tourism Office (540-577-6054).

**About the Tourism Office**

The Montgomery County VA Regional Tourism Office was created by the Montgomery County Tourism Development Council in 2011. The goal of the office is to market Montgomery County, Blacksburg, and Christiansburg as a premier mountain destination to travelers. For trip inspiration and information head to [www.GoToMontVA.com](http://www.GoToMontVA.com) and @GoToMontVA on social media.