

## 2009 SESSION

ENROLLED

### SENATE JOINT RESOLUTION NO. 483

*Commending the 40th Anniversary of Virginia is for Lovers.*

Agreed to by the Senate, February 25, 2009  
Agreed to by the House of Delegates, February 27, 2009

WHEREAS, 2009 marks the 40th anniversary of Virginia is for Lovers; and  
WHEREAS, Virginia is for Lovers, launched in 1969, is one of the most recognizable and enduring tourism slogans in the country; and  
WHEREAS, as the Commonwealth's official state tourism slogan, Virginia is for Lovers, represents a love of life and a passion for travel; and  
WHEREAS, as the longest-running tourism slogan in America, Virginia is for Lovers has tremendous marketing power to bring visitors to Virginia; and  
WHEREAS, tourism is one of the most powerful industries in the Commonwealth, generating \$19 billion in revenue, supporting hundreds of thousands of jobs, and bringing in billions of dollars in tax revenue for Virginia's communities; and  
WHEREAS, tourism protects and enhances Virginia's natural assets, promotes Virginia's rich history and heritage, and amplifies the quality of life for citizens and visitors; and  
WHEREAS, the Virginia Tourism Corporation encourages all Virginians to celebrate the 40th anniversary of Virginia is for Lovers by inviting family and friends to visit Virginia in 2009, to showcase the state and support the economy; now, therefore, be it  
RESOLVED by the Senate, the House of Delegates concurring, That the General Assembly join the Virginia Tourism Corporation in celebrating the 40th anniversary of Virginia is for Lovers and commend Virginia's tourism industry on its contribution to the Commonwealth's economy; and, be it  
RESOLVED FURTHER, That the Clerk of the Senate prepare a copy of this resolution for presentation to the Virginia Tourism Corporation by the General Assembly as a celebration of the 40th anniversary of the Virginia is for Lovers slogan and to commend Virginia's tourism industry for its contribution to Virginia's economy.

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