

1999 SESSION

INTRODUCED

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SENATE JOINT RESOLUTION NO. 392

Offered January 20, 1999

Commending the Shenandoah Valley Travel Association.

Patrons—Miller, K.G., Hanger, Potts and Trumbo; Delegates: Deeds, Guest, Harris, Katzen, Landes, Sherwood, Weatherholtz, Wilkins and Woodrum

WHEREAS, The Shenandoah Valley Travel Association, formed to promote the resources and scenic and historic attractions of the Shenandoah regions of Virginia and West Virginia, celebrates its 75th anniversary on January 25, 1999; and

WHEREAS, established in 1924 and representing 13 counties in Virginia, from Frederick County to Roanoke County, and three counties in the panhandle of West Virginia, the Shenandoah Valley Travel Association is largely responsible for the establishment of Shenandoah National Park, the Skyline Drive, and the Shenandoah Apple Blossom Festival; and

WHEREAS, the Shenandoah Valley Travel Association operates the Shenandoah Valley Tourist Information Center, publishes the comprehensive Shenandoah Valley Travel Guide and Calendar of Events with a circulation of 500,000 in 1999, and maintains a comprehensive travel database and media relations program to showcase the many attractions of this beautiful region; and

WHEREAS; in addition to working with the United States Forest Service to expand and remodel the Tourist Information Center, scheduled for completion in 1999, the Shenandoah Valley Travel Association is also working with the Virginia Tourism Corporation on several marketing projects; and

WHEREAS, the Shenandoah Valley Travel Association offers a wealth of benefits to members, including publications, familiarization tours, and a strong presence at consumer and travel trade shows to promote the Shenandoah Valley as a travel destination; now, therefore, be it

RESOLVED by the Senate, the House of Delegates concurring, That the General Assembly congratulate the Shenandoah Valley Travel Association on its 75th anniversary; and be it

RESOLVED FURTHER, That the Clerk of the Senate prepare a copy of this resolution for presentation to Catherine Fox, president of the Shenandoah Valley Travel Association, as an expression of the General Assembly's appreciation for the association's efforts to showcase the many attractions of the Shenandoah Valley.

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