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MAKE FAIRFAX COUNTY YOUR BASE CAMP FOR THIS SUMMER'S ROAD TRIP

Visit Fairfax Employs 'Steve the Sherpa' to Be Virtual Tour Guide and Inside Tipster

Fairfax County, VA – June 1, 2010 – It's that time of year again when people are packing up for that time-honored American tradition of the family road trip. And for families with Washington, DC as a stop along the way – or a final destination – planning on where to stay and what to do while in the area can be a bit daunting.

With its many attractions and central East Coast location, Fairfax County, Virginia, is the perfect place to make your base camp from which to stage a memorable adventure in the National Capital Region. To further help ease the pain and frustration of planning a fun, entertaining yet educational trip this summer, Visit Fairfax welcomes its newest and only virtual team member – Steve the Sherpa.

Get to know Steve better by visiting his "home" at www.fxvaroadtrip.com.

The only cyber-Sherpa of his kind (that we know about), Steve will spend the summer sharing insider tips, announcing special hotel deals, and showing visitors and residents of the area alike all the fun places they can go and things they can do in Fairfax County and its neighboring communities. He'll be utilizing social media tools, including Twitter (@stevethesherpa) and Facebook (www.facebook.com/stevethesherpa), as well as posting pictures and video on Visit Fairfax's YouTube and Flickr channels. His friends are encouraged to join the fun, too.

Look out for his frequent postcards with upcoming events and specials throughout the season, and be sure to follow him online. You don't want to miss this expedition!

Visit Fairfax is the official tourism organization for Fairfax County, Virginia. Charged with destination marketing and tourism promotion, it is directed by many of the County's top tourism and hospitality leaders. For more information, please visit www.fxva.com.

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