



Fairfax County, Virginia  
Connect with America

## MEDIA ALERT

FOR IMMEDIATE RELEASE

### FIRST WINNER DRAWN IN THE VISIT FAIRFAX CONNECT WITH THE SEASON SWEEPSTAKES

*Three More Prizes Still to be Awarded in the Visit Fairfax Winter Sweepstakes; Visitors and Residents Alike Encouraged to Share Old and Establish New Traditions During Promotion*

Fairfax County, VA - December 8, 2010 - Cherie Sechrist from Red Lion, Pennsylvania, will be flexing her holiday shopping muscles in Fairfax County this season as the winner of the first of four Winter Experience prize packages from Visit Fairfax and its partners in the Connect with the Season Sweepstakes.

Ms. Sechrist's name was drawn at random from more than 500 entries in the online sweepstakes sponsored by Visit Fairfax ([www.fxva.com/winter-giveaway](http://www.fxva.com/winter-giveaway)). As the winner, she will receive a complimentary Weekend Shopping Package at The Westin Tysons Corner, which includes a two-night stay in a luxurious room, \$25 gift card to Tysons Corner Center, a shopping and dining incentives booklet with up to \$2,000 worth of savings, an energy bar and water; as well as a \$100 gift card to enjoy at one of Fairfax County's great restaurants.

Throughout the winter, winners will be chosen at different intervals to receive one of four fun-filled prize packages comprised of seasonal activities in Fairfax County. Eligible participants can still enter online for future drawings; however, people are allowed to enter just once (entries roll over to the next drawing if they aren't chosen). The next drawing is scheduled for December 17<sup>th</sup>. The winner of that drawing will receive the "Connect with Winter Wonder" package, including one room over two consecutive weekend nights at The Hyatt Regency Reston; a \$250 gift card to Reston Town Center; and ice skating for four at the Reston Town Center Ice Skating Pavilion (includes admission and skate rentals).

There are millions of memories to be made in Fairfax County this winter. Visit Fairfax invites neighbors from near and afar to build onto their wintertime traditions this season in Fairfax County ([www.fxva.com/winter-traditions](http://www.fxva.com/winter-traditions)).

The Connect with the Season Sweepstakes will run through February 7, 2011. All contest rules, restrictions, and prize descriptions can be found online.

#### **ABOUT VISIT FAIRFAX**

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](http://www.fxva.com).

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