



FAIRFAX COUNTY NEEDS YOU!

Visit Fairfax Launches Online Scavenger Hunt To Recruit County Residents For New Citizen Ambassador Program

Fairfax County, VA – May 30, 2013 – Do your friends and family look to you for tips on fun and creative suggestions when they're planning outings for the weekend? If so, Visit Fairfax invites you to join their new Citizen Ambassador program.

To launch the new program, Visit Fairfax has created an interactive scavenger hunt on its website, www.fxva.com/online-ambassador. Prospective Ambassadors are tasked with finding at least two Fairfax County Ambassador icons hidden throughout the fxva.com website. Participants follow a series of clues to track down each icon – learning about exciting things to do in Fairfax County along their way and becoming part of the team. As an added bonus, those who find all five hidden pins will receive a complimentary gift.

The final step to becoming an official Citizen Ambassador, with special future perks, is to take part in a short webinar about what makes Fairfax County such a great destination. Upon completing the game and webinar, participants will be entered into a grand prize drawing to win a \$300 shopping spree at Tysons Corner Center and will receive a Fairfax County Ambassador pin to wear proudly as they promote the area's treasures to the world.

"It is the residents of any destination who truly exemplify the passion and love of where they live and work. They are the ones who can recommend their local favorites or things in the area they enjoy," says Barry Biggar, President & CEO of Visit Fairfax. "With our Citizen Ambassador program we are building a team of residents who are passionate about Fairfax County, and who want to invite others to visit the county and places they love."

Log on to www.fxva.com/online-ambassador for official rules and more information about the Citizen Ambassador program, which is an extension of the Visit Fairfax regular program presented to hotel staff, taxi drivers, Fairfax County Public School and Northern Virginia Community College hospitality students.

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. Visit Fairfax is also on Twitter at @VisitFairfax and Facebook at [Facebook.com/visitfairfaxva](https://www.facebook.com/visitfairfaxva).

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