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**FOR IMMEDIATE RELEASE**

**CHARLOTTESVILLE BUSINESSMAN LAUNCHES DAY4DAYS.ORG**

**Local tourism partners join in creative endeavor  
to promote the destination while raising money for local charities**

**Charlottesville, VA** (April 30, 2018) – The [Charlottesville Albemarle Convention & Visitors Bureau](#) is proud to introduce Day4Days, a creative project aimed at promoting the Charlottesville, Virginia area as a wonderful tourism destination, while raising money for local charities. The concept is simple: by donating to local charities via the [www.Day4Days.org](http://www.Day4Days.org) website, or even sharing information about this project via social media, participants are entered in a contest to win the ultimate trip to Charlottesville and surrounding Albemarle County.

The current fundraiser will benefit Inheritance of Hope, an organization that takes families who have a terminally ill parent and help them through the grieving process. Individuals donating to this cause via [www.Day4Days.org](http://www.Day4Days.org) are eligible to win a luxury getaway package in Charlottesville, including VIP experiences provided by local partners such as King Family Vineyards, Veritas Vineyard and Winery, Thomas Jefferson's Monticello, Charlottesville Sprint Pavilion, Stay Charlottesville, and Oakhurst Inn. More fundraisers and associated prize packages will follow throughout the summer, with fundraising benefiting other local charities such as Big Brothers Big Sisters, Habitat for Humanity, and the Building Goodness Foundation, to name a few.

Local Charlottesville businessman Travis Wilburn recently created Day4Days in the wake of events that took place in the summer of 2017, which put Charlottesville in the national spotlight for reasons beyond the destination's control. "I've traveled for business and pleasure," Wilburn said, "and when I get the opportunity to say where I'm from, people sometimes respond by saying "Oh," "Sorry," or "That must be rough," and I say, no, Charlottesville is actually one of the best places in the country and the image in your head couldn't be further from the truth, come visit, see for yourself. Now while we're lucky to live in such a great city, it doesn't mean that we're not without our issues that face numerous cities across the country - affordable housing, refugees, homelessness, affordable education, and childcare - those are the charities that we plan to help in the future. So my answer, Day4Days, helps us show the world what Charlottesville really looks like."

More information about this initiative is available at [www.Day4Days.org](http://www.Day4Days.org).

**About the Charlottesville Albemarle Convention & Visitors Bureau (CACVB):**

In addition to serving as the global resource for marketing the tourism assets of [Charlottesville](#) and [Albemarle County](#), Virginia, through [www.visitcharlottesville.org](http://www.visitcharlottesville.org), the CACVB assists tour operators, meeting planners, reunions and other groups in planning visits to the destination. CACVB's mission is "to enhance the economic prosperity of City and County by promoting, selling and marketing the City of Charlottesville and County of Albemarle, as a destination, in pursuit of the meetings and tourism markets." CACVB operates the [Downtown Visitor Center \(610 E Main St\)](#) which is open daily from 9 a.m. to 5 p.m., and a second visitor center, the [Albemarle Tourism and Adventure Center](#) in downtown Crozet ([5791 Three Notch'd Rd](#)) at the historic train depot; it is open Wednesday - Saturday 10:00 a.m. - 5:00 p.m. and Sunday Noon - 5:00 p.m. The CACVB also provides a touch-screen kiosk at Monticello's Thomas Jefferson Visitor Center. The official website of the CACVB is [www.visitcharlottesville.org](http://www.visitcharlottesville.org). In addition, the organization manages powerful social media channels; ExperienceCharlottesville on Facebook, @VisitCVille on Twitter, CVilleVA on Pinterest, and @CharlottesvilleVA on Instagram and Vimeo.

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