



VISIT FAIRFAX AND FAIRFAX COUNTY BREWERIES LAUNCH NEW FIELD GUIDE PROGRAM

Patrons Collect Field Guide Stamps for VIP Access to 2018 Fairfax County Brewfest

Fairfax County, VA – July 23, 2018 – Visit Fairfax, the official tourism organization for Fairfax County, Virginia, announces its collaboration with the seven independent craft Fairfax County Breweries. The new brand, Locally Poured, aims to showcase Fairfax County’s burgeoning craft beer scene and cross-promote the individual breweries to residents and visitors with the help of an official Field Guide and integrated marketing campaign.

Patrons can pick up the free Fairfax County Brewery Field Guide at any of the participating breweries in the county, or at the Fairfax County Visitors Center (located in Tysons Corner Center). The passport-like Field Guide encourages visitors to take a “Tour de Pour” around the county by visiting each unique brewery and marking the occasion by getting the Field Guide stamped. The guide also features a brewer-chosen “Must Try” and leaves room for Tasting Notes.

As a bonus, patrons who collect stamps from at least four breweries can redeem their stamped Field Guide for upgraded VIP Access with their paid admission at the Fairfax County Brewfest on September 22, 2018 at Mustang Sally Brewing Company. Details of this promotion can be found at FXVA.com/beer.

The current list of participating breweries includes:

- Aslin Beer Company (Herndon)
- Caboose Brewing Co. (Vienna + coming soon to Merrifield)
- Fair Winds Brewing Company (Lorton)
- Forge Brew Works (Lorton)
- Lake Anne Brew House (Reston)
- Mustang Sally Brewing Company (Chantilly)
- Ono Brewing Company (Chantilly)

“This new program is an exceptional way of supporting our hardworking local breweries and, indeed, will help drive economic impact to the county from both residents and visitors alike,” said Barry Biggar, President and CEO of Visit Fairfax.

The Locally Poured brand launched earlier this year with an integrated marketing campaign that ran on social media, in targeted print publications, and through programmatic display advertising.

For more information on the Locally Poured brand, the Fairfax County Breweries, the Fairfax County Brewfest promotion, and the official Brewery Field Guide, please visit www.FXVA.com/beer. Join the conversation online using #FXVA and #LocallyPoured.

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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. Download the free app at www.FXVA.com/mobile and join the conversation online at Facebook (www.facebook.com/visitfairfaxva), Twitter (@VisitFairfax) and Instagram (@VisitFairfax). Hashtag: #FXVA