

**FOR IMMEDIATE RELEASE**

## **VISIT FAIRFAX SUPPORTING LOCAL RESTAURANTS WITH LAUNCH OF ‘TAKE OUT TRAIL’ MOBILE PASSPORT PROGRAM**

*Free passport program connects residents with County merchants offering takeout, delivery, and specials*

**FAIRFAX COUNTY, Va., April 2, 2020** – [Visit Fairfax](#), the official tourism organization for Fairfax County, Virginia, today announced the launch of its new “[Take Out Trail](#)” mobile passport program.

The free, innovative program connects residents with over 50 county merchants, including local restaurants, coffee shops, breweries, and wineries, that are offering food and beverage delivery or pick-up as well as a number of special offers. Participating businesses include BRX American Bistro, J. Gilbert’s, Caboose Commons, Fair Winds Brewing Co., and The Winery at Bull Run, among many others.

With the tremendous financial pressure put on the county’s food and beverage establishments due to the COVID-19 pandemic and restrictions on dine-in service, Visit Fairfax quickly mobilized, working with digital agency [Streetsense](#) and [Bandwango](#) to build and launch the passport in a matter of days.

“During these challenging economic times, it’s more important than ever that we come together as a community to support our local small businesses,” said Barry H. Biggar, president and CEO of Visit Fairfax. “Our hope is that the mobile passport will help residents connect with the merchants they know and love and also inspire them to explore the other world-class restaurants, breweries and wineries our County has to offer.”

Ease of use was a key goal for the mobile passport. Residents can visit a dedicated mobile passport [landing page](#) where they can quickly sign up by providing their name, email address and mobile phone number. A link is then sent to the mobile phone, which opens the passport and directs the user to add the button icon to their home screen, where they can access it any time. Merchant listings include hours of operation, phone number, website, map and notice of how orders can be obtained, either pick-up or home delivery. In addition, many merchants are offering discounts and coupons, such as 20% off orders or 50% off of wine.

Fairfax County restaurants wishing to participate may go [here](#) to sign up and will be provided with personal assistance on their listing plus how to manage redemptions for any offered discounts or incentives. Those with questions may call 435-477-7804. There is no cost to participate.

### **About Visit Fairfax**

Visit Fairfax ([www.fxva.com](#)) 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. Be sure to follow us on Facebook ([www.facebook.com/visitfairfaxva](#)), Twitter ([@VisitFairfax](#)), and Instagram ([@VisitFairfax](#)) for all Fairfax County events and activities.

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