October 12, 2017

**Contact:**

Rachel Riley

Communications & Media Relations Manager

Valley Forge Tourism & Convention Board

610-834-7990 (office)

215-280-7305 (cell)

riley@valleyforge.org

**Valley Forge Tourism & Convention Board Announces Partnership with PHLCVB & Army-Navy Game**

**Partnership will put Montgomery County in the spotlight during one of the greatest rivalries in all of sports**

**KING OF PRUSSIA, PA –** Are you ready for some football?

The Valley Forge Tourism & Convention Board (VFTCB) is excited to partner with the Philadelphia Convention & Visitors Bureau (PHLCVB) on the annual Army-Navy Football Game on December 9 this year!

One of the greatest rivalries in all of sports, “America’s Game” has been played in Philadelphia for 86 of the 117 games in Army-Navy’s storied history.

“The VFTCB can’t wait to welcome Army-Navy’s more than 50,000 fans to the region,” said VFTCB President & CEO Mike Bowman. “While they’re here, we’ll certainly take this opportunity to raise awareness of all the things to do and places to stay for an unforgettable weekend in Montgomery County, PA! Embodying the spirit of the inter-service rivalry of the U.S. Armed Forces, the weekend is also a chance to honor the men and women of our nation’s military and thank them for their service.”

A nationally televised event with more than eight million viewers, the Army-Navy game has teams and schools with passionate followers spread out in markets outside the city and across the country. Frequently attended by sitting U.S. presidents, the football game brings 30,000 room nights and more than $30 million in estimated economic impact.

The marketing partnership will give Montco name recognition on the game scoreboard and program, in e-blasts, and on the Army-Navy website with a link to Montgomery County hotels. It’s just another way for the VFTCB team to go out-of-market to book room nights, promoting the value proposition of Montgomery County’s many affordable hotels just minutes from Philadelphia.

The VFTCB will also be promoting the partnership on their website and through targeted out-of-market social media campaigns and on billboards throughout the region with the goal of attracting visitors for the game itself or a trip here in the months ahead.