



Press Release: Smithfield & Isle of Wight at the East Coast Gateway Welcome Center

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## Smithfield & Isle of Wight Tourism featured at the State East Coast Gateway Welcome Center

Wednesday, January 6, 2010  
Smithfield, Virginia

Smithfield & Isle of Wight Tourism is the featured Virginia destination at the state's East Coast Gateway Welcome Center on I-64 in New Kent County for the month of January 2010. As the featured destination, Smithfield & Isle of Wight Tourism has created a display featuring banners exclaiming the destination's tag line **Hams, History, Hospitality and HeART** as well as objects that exemplify each word. Also included in the display are large banners featuring Smithfield and Isle of Wight images, affixed to the front of the Center's information desk; an entry box for registering to win a genuine Smithfield Ham; brochures featuring the destination as a get-away or day trip and one for upcoming special events; a digital screen featuring scenes from Smithfield and Isle of Wight; and suspended flying pigs created by the artists of the Isle of Wight Arts League and the Arts Center @319.

Smithfield & Isle of Wight Tourism's display will be seen by the many visitors who stop by the Center - on average 150,000 per month. In addition to the display, Tourism staff, as well as the towns' and counties' tourism stakeholders, have an opportunity to "man" the East Cost Gateway Welcome Center at a table promoting the destination.

Contact us for further information or high resolution images.

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