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Virginia Beach Entices Quebecers to “Live the Life!”

Virginia Beach's New Campaign Showcases Sun-Drenched Beaches and Exciting Outdoor Adventures

(Virginia Beach, Va., 2007) – **Live the Life.** Know what it is to wake up with the surf splashing at your doorstep, and the sun’s intense rays streaming into your oceanfront suite. Should you first go kayaking with dolphins, hang ten on a surfboard, embark on a sportfishing adventure, hike through a wildlife refuge – or just enjoy a lazy day at the beach? Virginia Beach entices Quebecers to experience the beach vacation of a lifetime. It’s more than just another vacation. It’s a way of life.

This year, Virginia Beach is launching the new “Live the Life!” campaign in the Quebec market. The campaign focuses on the emotions visitors feel when they leave their day-to-day lives and worries behind, and simply experience the joy of a vacation. What better place to do that than Virginia Beach, where the options are endless for outdoor adventures. This is the life Virginia Beach wants its visitors to know and experience for themselves.

The new campaign is also reflective of the dramatic changes in Virginia Beach’s landscape. In recent years, the resort city has undergone over \$300 million in planned and completed resort improvements. Quebec visitors can find more information on the “Live the Life” campaign at the Virginia Beach Convention & Visitors Bureau (CVB) Web site at www.vbfun.com.

“This is an ideal time to reconnect with our Quebec visitors, and show them the beauty of Virginia Beach,” said Kelli Norman, assistant director of tourism marketing and sales of the Virginia Beach CVB. “A Virginia Beach vacation is an experience that visitors will take home with them and remember for a lifetime – whether that experience was a renewed romance, a discovered love of surfing, reeling in a record striper, a career-best round of golf, or simply learning to relax again.”

To experience Virginia Beach’s great outdoors, embark on an ocean or bay kayaking tour and experience graceful dolphins dancing on the surf, as pelicans, gulls and osprey dive for fish. Or, challenge yourself to a surfing lesson and learn to paddle, catch waves, stand up and ride the curl!

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Enjoy nature at its finest while exploring scenic trails, and viewing majestic wildlife at Back Bay National Wildlife Refuge or First Landing State Park.

Virginia Beach is approximately 1,163 kilometers from Montréal, making a road trip to the resort city a tempting option, regardless of the season. Also, by driving south on Route 13 via the well-known Chesapeake Bay Bridge-Tunnel, travelers can reduce 150 kilometers from the inland route and have more time to enjoy all the beach has to offer. For air travelers, Virginia Beach is served by major airlines into two airports - Norfolk International Airport and nearby Newport News/Williamsburg International Airport.

So, stroll on the warm sands with a loved one, kayak through a national wildlife refuge, travel back in time at historic museums, soak in the summer festivals and indulge in the decadent seafood. In Virginia Beach, we're Living the Life! Care to join us?

Virginia Beach entices visitors to "Live the Life" every season of the year! Located in the southeastern corner of the state, Virginia Beach is four hours southeast of D.C. by car and within a day's drive from Quebec. For visitor information, call 1-800-VA-BEACH (800/822-3224) or visit the Web site www.vbfun.com for online trip planning. For media information and digital images, click on www.vbpressroom.com.

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