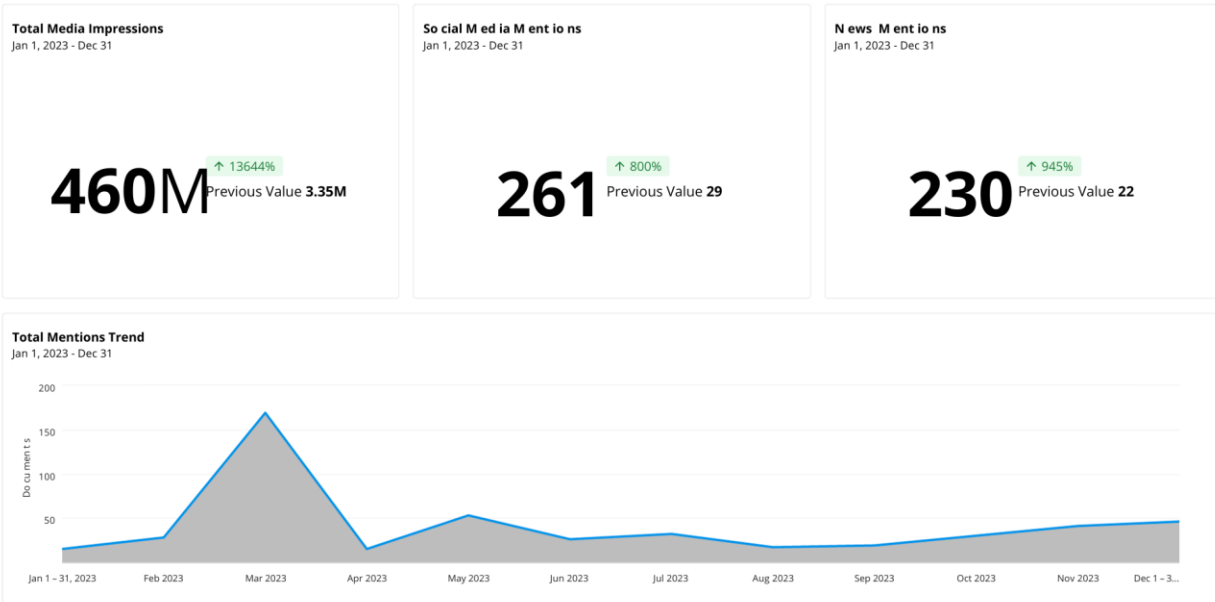


VA250 Media Highlights

January 1 – December 31, 2023

Total media impressions: 460 million (up 13,644%)



Analysis

Awareness and coverage of VA250 saw significant growth in March 2023, when mentions (primarily from “A Common Cause to All”) spiked to 169 articles. May saw an uptick again to 53 mentions (primarily from Carly Fiorina being chosen as National Honorary Chair), followed by 41 mentions in November, and 46 in December (primarily from using the Boston Tea Party anniversary to get attention for the Yorktown Tea Party). The upward trend is a positive sign that awareness can be built over time with concerted efforts.

Selected News Highlights

[Dominion Power donates \\$1 million to Virginia 250 Commission](#)

WAVY-TV10

March 13

Impressions: 1.9 million

The Virginia 250 Commission has announced a \$1 million donation from the Dominion Energy Charitable Foundation in support of statewide programs commemorating the 250th anniversary of American independence and Virginia’s key role in achieving it.

[Leaders meet in Williamsburg to plan nation's 250th anniversary celebrations](#)

Richmond Times-Dispatch
March 20
Impressions: 76.9 million (syndicated)

On March 11, 1773, Virginia leaders gathered inside Williamsburg's Raleigh Tavern to consult on the need for each of the colonies to work out a resolution that would later be approved by colonies along the eastern coast of the modern day United States, paving the way for unified colonies that would later fight for their independence from England.

[Upcoming Alexandria and American birthday celebrations could bring more tall ships](#)

ALXNow
May 24
Impressions: 73,400

Some of the bigger celebrations are a little further off on the horizon. Two years later, 2026, is the 250th anniversary of the United States of America. Virginia is also hosting a similar birthday celebration called Virginia 250.

[Fiorina to head Virginia's effort to plan nation's 250th birthday](#)

Washington Post
May 8
Impressions: 20 million

The Virginia American Revolution 250 Commission will announce Monday that former business executive and politician Carly Fiorina will serve as honorary chairperson of the state's planning for several years' worth of events.

[VA250 Commission names Carly Fiorina national honorary chairperson of the board](#)

Yahoo! News
May 23
Impressions: 58.9 million

With the celebrations surrounding the 250th anniversary of the nation's founding fast-approaching, the Virginia American Revolution 250 Commission named Carly Fiorina Virginia's national honorary chairperson of the commission's board.

[New signage, research at Hanover County's Scotchtown site to tell more about Patrick Henry](#)

Richmond Times-Dispatch
July 21
Impressions: 604,700 (syndicated)

"Virginia is leading this national commemoration because Virginia is the crucible of the nation and the very fabric from which it was created," said Cheryl Wilson, executive director for Virginia 250. "The goal is telling all sides, multiple perspectives as stories, somewhere that everyone can see themselves."

[Business leader Fiorina talks about leadership, sharing America's story](#)

The Virginian-Pilot

November 3

Impressions: 732,000

Fiorina, chair of The Colonial Williamsburg Foundation's Board of Trustees, is also national honorary chair of the VA250 Commission, an organization that is heading up the 250th anniversary celebration of the founding of the United States in 2026. She spoke about her personal experience as a female leader as well as what it will take to lead the nation into the future as its milestone birthday approaches.

[No taxation without representation: 250 years since Boston Tea Party](#)

Culpeper Star-Exponent

December 14

Impressions: 77,200

"This is a time to reflect on the rich stories that shaped our democracy, and one such story is the Yorktown Tea Party. While the Boston Tea Party is familiar to most, many Virginians remain oblivious to the powerful act of resistance that unfolded in their own backyard. Understanding the Yorktown Tea Party allows us to gain a deeper understanding of our shared history and appreciate the diverse voices that helped pave the way for American independence," according to a release from Mike Frontiero, spokesman, VA250 Commission.

[Pulaski County 250th Committee reenacts the American Revolution](#)

WDBJ7

December 15

Impressions: 902,000

Take a trip back in time with the Pulaski County 250th of the American Revolution Committee on Sunday, December 17th at 3 p.m. The committee is hosting a reenactment of the tea party called "The Peak Creek Tea Party" which will feature tea being thrown into Peak Creek that flows through Pulaski.

[Celebrating Virginia's lesser-known tea party](#)

Axios

December 15

Impressions: 15.3 million

In the lead-up to the United States' 250th birthday party (save the date: July 4, 2026), the group tasked with organizing Virginia's celebration is working to raise recognition of the (tea party) in Yorktown.

[Not to be overshadowed by Boston, Yorktown is planning its own tea party anniversary](#)

The Virginian-Pilot
December 16
Impressions: 688,000

“It’s all a narrative that continues,” said Cheryl Wilson, executive director of the VA250 Commission. “Of course, the nation thinks of the 250th as July 4, 2026 — the Declaration of Independence — and that’s key, but there are so many moments that led up to (that). And it’s all a narrative that leads us to: the founding fathers, the founding ideals, those founding words that not only were written then, but continue to form our journey towards a more perfect union.”

[The Boston Tea Party Turns 250 and Raises 21st-Century Questions](#)

The New York Times
December 16
Impressions: 138 million

Some across the country are keen to emphasize that Boston was hardly the only town riled up about tea in the 1770s. A pamphlet produced by Virginia’s 250th committee lists some 17 tea-related actions in seven states (including a 1774 “Yorktown Tea Party”).

[Carly Fiorina: Connecting history with present inspires healing and recommitment](#)

Richmond Times-Dispatch
December 22
Impressions: 766,000

As we gather across Virginia, whether at Sunday dinners or community events, one thing invariably connects us: our shared history. We instinctively understand that a deep understanding of our past is vital to our present and future. This inherent need to connect with our roots is precisely why Virginia’s 250th anniversary celebration is so crucial.

CARDINAL NEWS 250 SERIES

[Get ready for the nation’s 250th birthday. Del. Austin leads the planning in Virginia.](#)

Cardinal News
August 16
Impressions: 162,000

Austin says his first goal in overseeing the Virginia American Revolution 250 Commission is to make sure that Virginia puts on a celebration worthy of its role in the events of the American Revolution. “We can lead the nation,” he says. Another important goal, though, is to make sure that the 250th celebration isn’t simply limited to telling the story of rich white guys in Williamsburg, something we’re ideally more aware of now than we were in 1976. “We’ve got to properly represent all of Virginia,” he says.

[‘The only way to convince people that this is everybody’s story is to tell the whole story’](#)

Cardinal News
October 13
Impressions: 162,000

Carly Fiorina, the former Hewlett-Packard CEO, is honorary chair of Virginia's commission that is planning celebrations of the 250th anniversary of the nation's birth.

[Proclamation Line of 1763 became a focus of anti-British resentment in Virginia](#)

Cardinal News
November 14
Impressions: 162,000

After the French and Indian War, King George III drew a line along the Appalachians and forbade settlement west of that. This became one of the sparks that lit the fuse for American independence.

[Dispatch from 1763: King's proclamation has united often opposing factions in Virginia](#)

Cardinal News
November 14
Impressions: 162,000

Here's what political commentary on the Proclamation of 1763 might have sounded like.

[Colonial Virginia was divided in many ways. Food was the great uniter.](#)

Cardinal News
December 12
Impressions: 162,000

The year 2026 marks the 250th anniversary of the Declaration of Independence. Cardinal News has embarked on a three-year project to tell the little-known stories of Virginia's role in the march to independence. This project is supported, in part, by a grant from the Virginia American Revolution 250 Commission.

['A time to pray and a time to fight'](#)

Cardinal News
December 12
Impressions: 162,000

The year 2026 marks the 250th anniversary of the Declaration of Independence. Cardinal News has embarked on a three-year project to tell the little-known stories of Virginia's role in the march to independence. This project is supported, in part, by a grant from the Virginia American Revolution 250 Commission.

[Dispatch from 1763: Despite cries of 'treason!' Hanover County jury delivers rebuke to the church — and the crown](#)

Cardinal News
December 12
Impressions: 162,000

The year 2026 marks the 250th anniversary of the Declaration of Independence. Cardinal News has embarked on a three-year project to tell the little-known stories of Virginia's role in the

march to independence. This project is supported, in part, by a grant from the Virginia American Revolution 250 Commission.

[Thanks to you, Cardinal News doubled its staff in 2023](#)

Cardinal News

December 26

Impressions: 162,000

The year 2026 marks the 250th anniversary of the Declaration of Independence. Thanks to a grant from the Virginia American Revolution 250 Commission, Cardinal has embarked on a three-year project called Cardinal 250 where each month we present some little-known aspect of Virginia's role in those historic events. While our coverage area remains Southwest and Southside, the Cardinal 250 project will deal with historical events across the state. We have a special page and a monthly newsletter where we are collecting that reporting.