

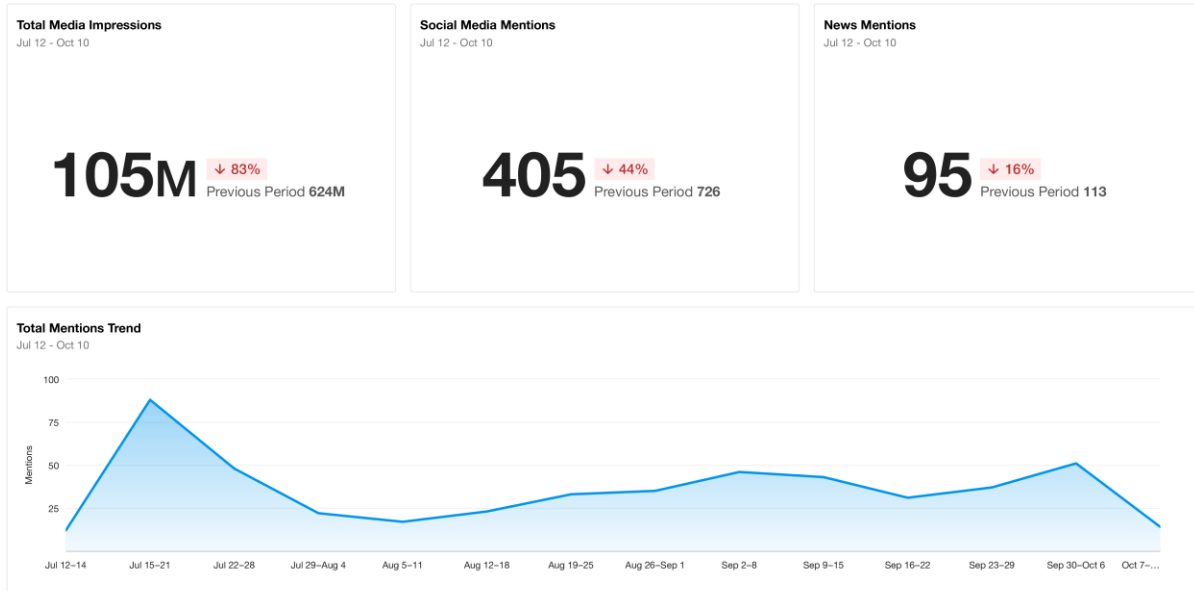
VA250 Media Highlights

July 12 – October 10, 2024

Total media impressions: 105 million (down 83%)

Year to date: 826 million (up 207%)

2023 Cumulative: 461 million



News & Social Media Highlights

July 16: [The Daily Press & Virginian Pilot](#) reported that Historic Yorktown will commemorate the 250th anniversary of the York County Resolves, and the public is invited to join in. The articles mention the events are part of the Virginia 250 commemorations in anticipation of the 250th anniversary of the United States in 2026.

- Unique daily visitors to The Daily Press & Virginian Pilot (combined average): 1.1 million

CARDINAL 250 SERIES

July 16: [Cardinal News](#) published an article about how 900 Black Loyalists from Virginia escaped slavery and went to Nova Scotia. Virginia's royal governor, Lord Dunmore, offered freedom to any enslaved laborers who enlisted with the British. After the war, those Black Loyalists were evacuated to Canada, where their legacy is still honored today.

- Unique daily visitors to Cardinal News (average): 157,000

July 16: [Cardinal News](#) published an article about how a Virginia-born singer joined with Al Stewart to write a song about Loyalists who fled to Nova Scotia. Dave Nachmanoff, who grew up in Arlington, teamed with the "Year of the Cat" singer to memorialize the Americans who sided with the king.

- Unique daily visitors to Cardinal News (average): 157,000

July 16: [Cardinal News](#) published a podcast with descendants of Black Loyalists who fled Virginia for Nova Scotia. The director and board member of the Black Loyalist Heritage Centre in Canada talk about their efforts to reconnect with relatives in Virginia.

- Unique daily visitors to Cardinal News (average): 157,000

July 16: [Cardinal News](#) wrote a column about how smuggling in Rhode Island prompted Virginia to do something revolutionary in 1773. British enforcement of customs laws led to arrests, a political confrontation, and then a ship being set ablaze.

- Unique daily visitors to Cardinal News (average): 157,000

July 17: [yahoo! news & Fox5](#) Washington DC reported that the state's Department of Historic Resources has launched a special grant program, the Virginia 250 Preservation Fund, to prepare historic landmarks for visitors. Governor Youngkin's office says this will all mark the 250th anniversary of the Declaration of Independence in 2026.

- Unique daily visitors to Cardinal News (combined average): 31 million

July 17: [The Augusta Free Press](#) reported that the Virginia 250 Preservation Fund has launched ahead of the 250th anniversary of the 1776 U.S. Declaration of Independence.

- Unique daily visitors to The August Free Press (average): 93,300

July 20: [TheRoanokeStar.com](#) reported that Jeff Briggs will present little known facts about the British Army in general and the British soldier in particular. He will explain the uniform and equipment worn and used by the British soldiers. This talk was a VA250 event held on August 8 at the Salem Museum.

- Unique daily visitors to The August Free Press (average): 34,600

July 21: [WYDaily](#) reported that Gov. Glenn Youngkin announced \$20M for historic preservation capital improvements ahead of the nation's semiquincentennial.

- Unique daily visitors to WYDaily (average): 92,400

July 22: [Gazette Leader](#) reported that Annette Benbow briefed members of the Kiwanis Club of South Arlington about events heading into the 250th anniversary in July 2026 of the adoption of the Declaration of Independence. Her committee is working on gaining state funds and philanthropic grants to fund local events.

- Unique daily visitors to Gazette Leader (average): 27,300

July 22: [RiverCountryNews.com](#) reported that Governor Glenn Youngkin announced \$20 million for historic preservation capital improvements ahead of the Nation's semiquincentennial.

- Unique daily visitors to RiverCountryNews.com (average): 1,990

July 23: [Shore Daily News](#) reported that Governor Glenn Youngkin announced \$20 million for historic preservation capital improvements ahead of the nation's semiquincentennial.

- Unique daily visitors to Shore Daily News (average): 37,000

July 24: [The Zebra](#) reported that hundreds gathered in Alexandria for the historic 250th anniversary of the Fairfax Resolves. Carly Fiorina is national chair of the Virginia American Revolution 250 Commission gave a keynote address. The former Hewlett-Packard CEO has deep Virginia roots and moved back to the Commonwealth from California 13 years ago. She and her husband live in Lorton. "Virginia has always been the crucible of our nation. In so many ways, our nation began here in Alexandria 250 years ago."

- Unique daily visitors to The Zebra (average): 26,100

July 25: [Digital Journal](#) published a Q&A with Edward Harris, the newly appointed CEO of Visit Williamsburg, the destination marketing organization for Williamsburg, Yorktown, and Jamestown, Virginia, to discuss how the region is planning for the influx of interest in American historical destination tourism leading up to the nation's 250th anniversary just less than two years away.

- Unique daily visitors to Digital Journal (average): 123,000

July 25: [The Free Lance-Star](#) published a story about the annual First Africans Day at Stratford Hall. First Africans Day is organized by Northern Neck 250, a committee dedicated to sponsoring events related to historical sites, groups, agencies and more. The day is filled with opportunities to learn more about the history of those who were enslaved as well as the specific history of Stratford Hall.

- Unique daily visitors to The Free Lance-Star (average): 158,000

July 26: [Times-Virginian](#) reported that the Virginia 250 Preservation Fund has been launched ahead of the 250th anniversary of the 1776 U.S. Declaration of Independence.

- Unique daily visitors to Times-Virginian (average): 12,000

July 26: [WFLX-TV](#) reported that the Thomas Jefferson Chapter of the Sons of the Revolution gathered at Albemarle Circuit Court to mark the 250th anniversary of the proclamation of the Albemarle County Resolves by reading it out loud.

- Unique daily visitors to Times-Virginian (average): 171,000

August 5: [Daily Press & Virginian Pilot](#) reported that Visit Williamsburg's new president and chief executive officer says he's excited to see the Historic Triangle into its next wave of tourism, catalyzed by the nation's 250th anniversary commemorations and amplified by the incoming sports complex.

- Unique daily visitors to Daily Press & Virginian Pilot (combined average): 1.1 million

August 12: [TheRoanokeStar.com](#) reported that on July 4, 2026, the United States will celebrate the 250th anniversary of the signing of the Declaration of Independence. In preparation for the anniversary, the Virginia American Revolution 250 Commission (VA250) is encouraging localities across Virginia to

commemorate the Revolution with events and activities that showcase local history. The Salem Museum's General Andrew Lewis: Colonial Hero event is one such VA250 event, focusing on life in Virginia's western frontier during the Colonial era.

- Unique daily visitors to TheRoanokeStar.com (average): 11,700

CARDINAL 250 SERIES

August 13: [Cardinal News](#) reported that across Virginia, localities are hosting events related to upcoming 250th anniversary of Declaration of Independence. The article summarized what some communities have been doing to celebrate Virginia's role in the American Revolution.

- Unique daily visitors to Cardinal News (average): 209,333

August 13: [Cardinal News](#) reported that 250 years ago, Virginia saw a summer of resolutions. In 1774, at least 30 Virginia counties passed resolutions to protest the British response to the Boston Tea Party. Essex County has made a tradition of holding an annual public reading.

- Unique daily visitors to Cardinal News (average): 209,333

August 13: [Cardinal News](#) published a podcast about Essex County's reenactment of its historic resolutions.

- Unique daily visitors to Cardinal News (average): 209,333

August 13: [Cardinal News](#) published a column about how Lord Dunmore is now getting a second look by historians for his role in freeing some Virginia slaves.

- Unique daily visitors to Cardinal News (average): 209,333

August 16: [The Virginian-Pilot](#) and [The Daily Press](#) published a story about Williamsburg asking people who know about Black history in the area to share stories to be included along the city's African American Heritage Trail, expected to be completed by 2026. Johnette Gordon-Weaver, a member of the community advisory board for the trail, said she thinks the VA250 commemorations will bring an influx of tourists.

- Unique daily visitors to The Virginian-Pilot and The Daily Press (combined average): 890,000

August 21: [The Roanoke Times](#) and [Bristol Herald-Courier](#) and [Richmond Times-Dispatch](#) and [The News & Advance](#) published a story inviting people to come to a September 7 event at the Salem Museum honoring General Andrew Lewis, the colonial hero who twice secured Virginia's freedom. The event was sponsored by VA250 and the Virginia Tourism Corporation.

- Unique daily visitors to The Roanoke Times, Bristol Herald-Courier, Richmond Times-Dispatch, and The News & Advance (combined average): 802,367

August 23: [Virginia Business](#) published a profile of Colonial Williamsburg Foundation president & CEO and VA250 commission member Cliff Fleet in its "Virginia 500: The 2024-25 Power List" of most

powerful and influential leaders in business, government, politics and education this year. In March, the foundation and VA250 hosted their second annual conference for officials planning events to commemorate America's 250th anniversary in 2026, drawing participants from 37 states.

- Unique daily visitors to Virginia Business (average): 44,700

August 23: [The Augusta Free Press](#) published an article about Staunton's plans to celebrate the 250th anniversary of Lord Dunmore's War September 7-8 as part of the nation's semiquincentennial. A paragraph about VA250 is included.

- Unique daily visitors to The Augusta Free Press (average): 98,300

August 27: [WHBG-AM](#) and [Rocktown Now](#) and [WMQR-FM](#) and [The Harrisonburg Citizen](#) reported that Harrisonburg plans to apply for a \$3 million Virginia 250 Preservation Fund grant to restore the historic Thomas Harrison House in anticipation of the 250th anniversary of the American Revolution in 2026.

- Unique daily visitors to WHBG, Rocktown Now, WMQR-FM, The Harrisonburg Citizen (combined average): 19,699

August 27: [WHRO-FM](#) reported that a plaque commemorating Revolutionary War events was unveiled at Thoroughgood House in Virginia Beach as part of VA250. Local chapters of Daughters of the American Revolution commissioned the plaque to honor Thoroughgoods who fought in militias and people they enslaved who sought freedom by joining British forces.

- Unique daily visitors to WHRO-FM (average): 50,900

August 28: [Daily News-Record](#) reported that a social studies supervisor for Rockingham County, unveiled the school's "Democracy 250" project, an initiative designed to commemorate the 250th anniversary of the Declaration of Independence on July 4, 2026, in conjunction with VA250.

- Unique daily visitors to Daily News-Record (average): 76,500

August 28: [Daily News-Record](#) reported that the Harrisonburg City Council heard an update on the city's plans to apply for a \$3 million Virginia 250 Preservation Fund grant to restore the historic Thomas Harrison House in anticipation of the 250th anniversary of the American Revolution in 2026.

- Unique daily visitors to Daily News-Record (average): 76,500

August 30: [Gazette Leader](#) published VA250's September guide to events commemorating Virginia's key role in the founding of our nation as we approach America's 250th birthday.

- Unique daily visitors to Gazette Leader (average): 18,400

September 3: [The Virginian-Pilot](#) and [The Daily Press](#) reported that the Williamsburg Chapter of the Sons of the American Revolution is laying the groundwork to become a “go-to” entity for local Revolutionary War information, as well as an important player in the Virginia 250th anniversary celebrations.

- Unique daily visitors to The Virginian-Pilot and The Daily Press (combined average): 890,000

September 4: [RVA Hub](#) published a story about a fundraising campaign to reconstruct the 1793 cottage of the first known Black homeowner in Richmond's Jackson Ward and curate a related exhibition to coincide with Virginia's 250 commemoration.

- Unique daily visitors to RVAHub.com (average): 12,200

September 5: [Financial Review](#) (Australia) published a travel article about how Virginia is America’s long-buried origin story as the country prepares for another feverish election. VA250 is mentioned. The article requires a subscription to read.

- Unique daily visitors to Financial Review (average): 2.52 million

September 4: [Smyth County News & Messenger](#) reported that a new exhibit focusing on Wythe County’s contributions to the American Revolution is set to open at the Thomas J. Boyd Museum. “Revolutionary Roots of Southwest Virginia” will open September 13. The exhibit is a part of Virginia’s observance of the 250th anniversary of the signing of the Declaration of Independence. Wythe County has joined other counties to form a VA250 Committee to illustrate this area’s rich history and many ties to the American Revolution.

- Unique daily visitors to Smyth County News & Register (average): 22,000

September 5: [Smith Mountain Eagle](#) reported that 23.3 million visitors to national parks in Virginia spent \$1.5 billion in the state in 2023, according to the National Park Service. That spending resulted in 21,159 jobs and had a cumulative benefit to the state economy of \$2.3 billion. Gay Vietzke, Regional Director for Northeast national parks said “The state's slogan is Virginia is for lovers. I’d say it’s for lovers of America’s history and fantastic natural areas which welcome everyone. From our beaches to the mountains and everything in between, Virginia’s national parks offer much more than a beautiful landscape or an opportunity to showcase America's past. Please visit Virginia’s parks as we get ready for America’s 250th birthday coming in 2026.”

- Unique daily visitors to Smith Mountain Eagle (average): 4,000

September 6: [Financial Review](#) (Australia) published a travel article about how Virginia is America’s long-buried origin story as the country prepares for another feverish election. VA250’s Mike Frontiero says the semiquincentennial is an opportunity unite Americans. The online article requires a subscription to read. [The print version can be accessed here.](#)

- Unique daily visitors to Financial Review (average): 2.52 million

September 7: [Culpeper Star-Exponent](#) reported Virginia Humanities's previously announced VA250 grant awards to three nonprofits in the Rappahannock-Rapidan region, including the Culpeper Minute Men Sons of the American Revolution for a series of events next year celebrating the bicentennial of Lafayette's visit to Culpeper, Afro American Historical Association of Fauquier County to unveil and deliver the history of Fauquier's African Americans from 1759-1790, and Fauquier Historical Society to honor the anniversary of Lafayette's visit to Warrenton.

- Unique daily visitors to Culpeper Star-Exponent (average): 29,000

September 11: [WHSV-TV](#) reported that Harrisonburg applied for a VA250 Preservation Fund grant to help to help renovate and restore the historic Thomas Harrison House.

- Unique daily visitors to WHSV-TV (average): 265,000

September 11: [Virginia Tourism Corporation](#) reports that tourism in Virginia generated a record high \$33.3 billion in visitor spending in 2023, an increase of nearly 10% from 2022. Visitor spending increased in all ten of Virginia's tourism regions. The 2023 local economic impact data for all 133 counties and cities in Virginia has been updated on their website.

September 13: [WTVR-TV6](#) reported that Preservation Virginia has purchased the farm across from Patrick Henry's Scotchtown to protect the landmark from encroaching development. "With America's 250th anniversary on the horizon, attention on the country's founding is coming into sharper focus. This preservation effort at Scotchtown just may be an early birthday gift to Virginians and visitors near and far."

- Unique daily visitors to WTVR-TV6 (average): 646,000

September 13: [WVIR-TV29](#) reported that Charlottesville is joining Virginia cities in planning for the 250th anniversary of the American Revolution. The city's Historical Resources Committee is exploring how to best take advantage of millions of dollars available through the VA250 Preservation Fund grant program.

- Unique daily visitors to WTVR-TV6 (average): 110,000

September 13: [The Daily Press](#) published an article about Colonial Williamsburg's historic Bray School preparing for its public debut Nov. 1

- Unique daily visitors to Daily Press (average): 290,000

September 14: [The Virginian Pilot](#) and [Daily Press](#) published an op-ed by VCI member Aubry Lane about how character should weigh heavily as Americans select their leaders. Lane identifies himself as a member of VA250 who has the honor of helping our state prepare for the 250th anniversary of our nation's independence.

- Unique daily visitors to *The Virginian Pilot* and *Daily Press* (combined average): 899,000

September 14: [Senator Travis Hackworth](#) promoted on his website the “Revolutionary Roots of Southwest Virginia” exhibit at the Thomas J. Boyd Museum in Wytheville as something fun and educational to do. He thanks VA250 and the Virginia Humanities Council for the grant that made this possible. Delegates [Jed Arnold](#) and [Terry Austin](#) have promoted the exhibit on Facebook.

September 17: [Player FM](#) published an interview by [The George Washington Podcast Network](#) with Carly Fiorina about her thoughts on leadership and her vision for the 250th anniversary of the American Revolution, highlighting the need to educate Americans about their nation's founding principles and engage communities in a renewed sense of citizenship. The conversation appears to have been recorded before July 4, 2024.

- Unique daily visitors to Player FM (combined average): 702,586

CARDINAL 250 SERIES

September 17: [Cardinal News](#) published a story about the bravery of the Overmountain Men, a small militia in Washington County, who helped win independence from British attempts to impose control over the Southern American Colonies. History interpreter Michael Henningsen and local organizations have formed a nonprofit organization to help raise the community’s awareness of the Abingdon Muster Grounds and the rich history it carries.

- Unique daily visitors to Cardinal News (average): 192,000

September 17: [Cardinal News](#) published an article and [podcast](#) about William Campbell, who led the Overmountain Men to victory, then died at age 36 just before Yorktown.

- Unique daily visitors to Cardinal News (average): 192,000

September 17: [Cardinal News](#) published a report about Britain giving Virginia’s western lands to Quebec.

- Unique daily visitors to Cardinal News (average): 192,000

September 17: [The West Virginia Daily News](#) reports that on Oct. 10, Gov. Jim Justice and members of the West Virginia America 250th Commission will join participants at the annual Battle Days observance in Point Pleasant, which was originally in Virginia.

- Unique daily visitors to The West Virginia Daily News (average): 27,000

September 19: [The Flagship](#) reported “Sail250® Virginia has announced its final list of official Virginia Affiliate Harbors for America’s 250th in 2026. Sail250®Virginia CEO Karen Scherberger states “The interest to participate in this historic maritime event has been truly remarkable; having both Richmond and Alexandria joining as Affiliated Harbors is unprecedented. Together, our cities will make Sail250®Virginia and Sail VirginiaSM 2026 the largest public event in the Commonwealth for the 250th.”

- Unique daily visitors to The Flagship (combined average): 17,000

September 19: [The Virginian-Pilot](#) included some VA250-related events in its 2024 Fall and Winter Arts Guide for Hampton Roads, including the Lafayette bicentennial tour, the Colonial Tea Ball, Shawnee Encampment, and Yorktown Victory Celebration.

- Unique daily visitors to The Virginian-Pilot (combined average): 609,000

September 25: [The Altavista Journal](#) reported that officials are excited to announce the planned expansion of the Avoca Museum, a project that could be supported by the VA250 Virginia Department of Historic Resources program. This expansion will allow them to significantly enhance their exhibits and better serve the community.

- Unique daily visitors to The Altavista Journal (average): 6,000

September 26: [The Flagship](#) reported that the American Revolution Museum at Yorktown will host a Shawnee Encampment on Saturday and Sunday, September 28 and 29, commemorating the 250th anniversary of Lord Dunmore's War and the Indigenous struggle for independence. The museum is a partner of VA250.

- Unique daily visitors to The Flagship (average): 17,000

September 26: [The News Feed](#) reported that the Montgomery County Board of Supervisors looks to award \$117,000 to support the installation of an elevator in the Montgomery Museum of Art and History ahead of 2026 celebrations of America's 250th anniversary. The proposed contribution from the county will support the museum's application for special grant funds from the Virginia Department of Historic Resources (DHR). Montgomery is the only county in the Commonwealth to share a birthday with the state of Virginia and the United States of America.

- Unique daily visitors to The News Feed: unknown

October 1: [WCHG-FM](#) reported that Highland County Economic Development Officer & Treasurer Betty Mitchell presented information about VA250 to the September 23 meeting of the Highland County Economic Development Authority. Mitchell said she is starting to do some exploration on partners in the area.

- Unique daily visitors to WCHG-FM (average): 7,000

October 1: [Jacqueline Pfeffer Merrill](#) posted on X about her participation in the VA250 Education Steering Committee, saying she's heartened that there is a focus on civil discourse and freedom of speech.

- Unique followers for Merrill's X page (average): 646

October 1: [Historicalwardrobe.com](https://www.historicalwardrobe.com) posted on Instagram that the hologram of Patrick Henry for the Mobile Museum Experience was filmed wearing clothing it provided.

- Unique followers for Historicalwardrobe.com's Instagram page (average): 907

October 2: [RICToday](https://www.rictoday.com) published a story and photo from our news release about Lafayette's bicentennial tour in Virginia, the stops it will take in Richmond, and a link to the event page on the VA250 website.

- Unique daily visitors to RICToday(average): 8,990

October 3: [Altavista Journal](https://www.altavistajournal.com) published a story from our news release about Lafayette's bicentennial tour in Virginia.

- Unique daily visitors to Altavista Journal (average): 6,000

October 4: [Williamsburg Yorktown Daily](https://www.williamsburg-yorktown-daily.com) published a story and photo from our news release about Lafayette's bicentennial tour in Virginia and a link to the event page on the VA250 website.

- Unique daily visitors to Williamsburg Yorktown Daily (average): 38,000

October 5: [The Virginian-Pilot](https://www.thevirginian-pilot.com) reported that an honorary degree presented to the Marquis de Lafayette has returned to William & Mary and will be on display in America through Nov. 15 for the first time since its presentation 200 years ago. The article includes a partial listing of Lafayette 200th anniversary events and a link to VA250's website for a full listing of events in Virginia celebrating Lafayette's tour.

- Unique daily visitors to The Virginian-Pilot (average): 608,900

October 6: [Cape Charles Mirror](https://www.capecharlesmirror.com) republished VA250's media advisory about how Virginia is gearing up to celebrate the 200th anniversary of Major General Marquis de Lafayette's farewell tour, a historic event that captivated a nation and brought Americans together during a time of political and social division not unlike the present.

- Unique daily visitors to Cape Charles Mirror (average): 2,700

October 7: Local blogger [Tammy Purcell tweeted](https://www.tammypurcell.com) that Louisa County Historical Society Executive Director Katelyn Coughlan shared at a Louisa County Board of Supervisors meeting what the society has been up to including working on VA250 Jack Jouett project, participating in festivals, etc.

- Unique followers to @docpurcell (average): 1,234

October 8: [Rocktown Now](https://www.rocktownnow.com) reported the Harrisonburg City Council furthered its support for the restoration of the Historic Harrison House in downtown Harrisonburg through a VA250 Preservation Fund grant. The city is requesting \$3 million in VA 250 funds. If the grant is approved, the restoration is slated to be completed in the Summer of 2026.

- Unique daily visitors to Rocktown Now (average): 21,000

VA250 Social Media & Website Report

July 17 – October 10, 2024

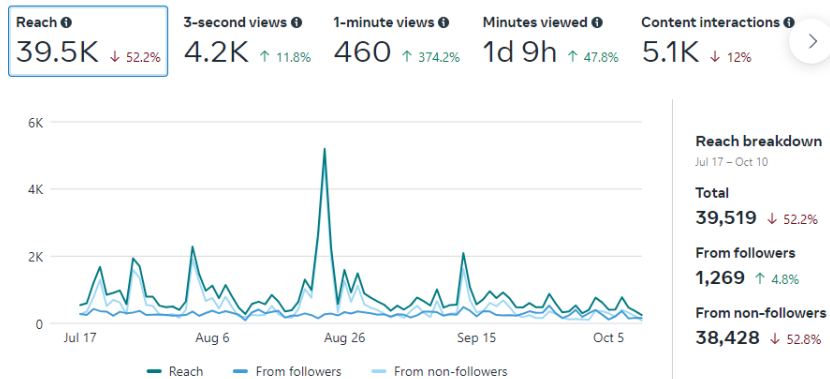
Social Media Impact

Social Platform	Facebook	Instagram	LinkedIn	Total
Reach/Impressions	39,519	4,859	52,292	61,102
Organic Reach	34,157	4,754	52,292	
Paid Reach	5,687	131	-	
Engagement	5,127	1,700	2,477	9,304
Follows	+ 216	+ 115	+ 306	+ 637

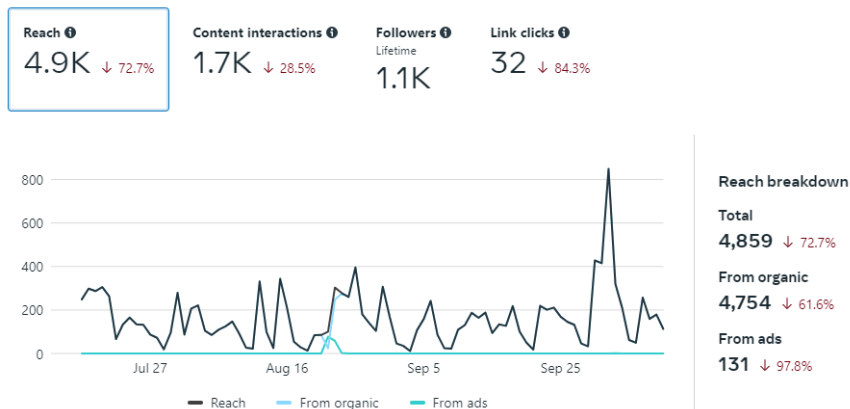
Followers (as of October 10, 2024)

Facebook: 1,578
 Instagram: 1,059
 LinkedIn: 1,421
 Twitter (X): 408
 Threads: 180
 YouTube: 64
Total: 4,610

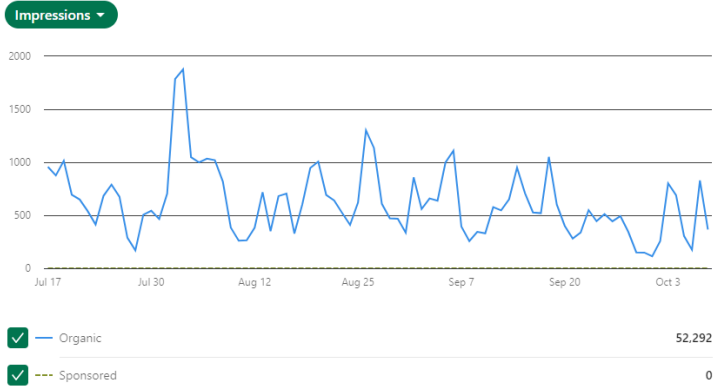
Facebook:



Instagram:



LinkedIn:



Ads:

Facebook & Instagram:

African Landing Day
(Aug 22 – 24)

Reach/Impressions	5,755
Engagement	218
Link Clicks:	151
Total Spent:	\$25.00

Highlights:

Facebook:

	Wincester Ciderworks Naming Contest	Botetourt Day	Goochland 5K	Ciderworks Name Vote
Reach/Impressions	2,357	1,689	1,362	1,016
Engagement	52	56	31	20
Link Clicks:	-	-	-	4

Instagram:

	Lafayette 200 Reel	2025 YPCC Program	Kevin Hampton at PA Convening	Goochland 5K
Reach/Impressions	1,073	716	537	464
Engagement	82	23	34	37
Plays (Reels)	1,537	-	711	-

Website – July 17 – October 10 compared to April 22 – July 16

	User	% Change	Views	% Change
VA250 Website	18,000	-38.3%	47,234	-29.45%
<u>Top 3 Pages:</u>				
#1: Home Page	4,447	-2.11%	8,368	+2.34%
#2: Local Events	4,253	-24.23%	6,738	-28.33%
#3: Mobile Museum	1,991	+528.08%	2,643	+523.35%

