

**AMERICA**  
MADE IN VIRGINIA



*A Common Cause  
to All*

**Event Recap**

**VA★250** *Colonial  
Williamsburg*

# VA250

At a pivotal time in America's history, and with its 250th anniversary barely a year away, nearly 600 scholarly, cultural and civic leaders converged on the grounds of The Colonial Williamsburg Foundation to prepare for the nation's semiquincentennial in 2026.

Representatives from 40 states and 61 Virginia localities, representing more than 100 cultural institutions, gathered in Williamsburg on March 24-26 for the largest-ever "A Common Cause To All" annual planning event. Hosted by The Colonial Williamsburg Foundation and Virginia's American Revolution 250 Commission, the three-day convening — the third and final in a series — brought preeminent historians, writers and filmmakers together with museum and civic leaders to catalyze their commemoration planning for next year's historic anniversary of the signing of the Declaration of Independence in 1776.

As the largest British colony in North America at the time of the Revolution, Virginia's central role in America's origin story was on full display throughout the event. This year marked the 250th anniversary of Patrick Henry's legendary "Give me liberty or give me death!" speech in Richmond that galvanized the colony's critical support for war against Great Britain.

Renowned filmmaker Ken Burns previewed his long-awaited documentary, "The American Revolution," presented free of charge before an enthusiastic crowd of 4,000 people on a large outdoor screen in Colonial Williamsburg's Historic Area. The nearly 30-minute preview included scenes filmed in Williamsburg, Virginia's, colonial capital, where Henry and other luminaries such as George Washington, James Madison and Thomas Jefferson once served in the House of Burgesses and debated revolutionary ideas.





## By the Numbers

### Conference Attendance

**587 Registered**



**40 States**

**60  
VA Localities**



### Ken Burns's Documentary Preview Attendance

**4,626 Registered**



### Social Media Impact

March 24 - 26, 2025

Social Platform	Facebook	Instagram	LinkedIn
Reach/Impressions	10,815	7,965	1,591
Engagement	1,244	862	272
Follows (on March 23, 2025)	+108	+66	+29

### Website Impact

March 24 - 26, 2025

Social Platform	Users	Views
VA250 Website	5,255 3,944 NEW	12,089
A Common Cause to All 2025 Page	606	941
A Common Cause to All Agenda	541	1,574
American Revolution Documentary Preview Page	778	1,166

## What People Are Saying

"I'd like to especially thank VA250 for generously inviting those of us who came in from across the country for the convening. I left this week with a deeper sense of purpose for the programs and exhibitions we'll be doing at The Henry Ford in Dearborn, Michigan as part of our America 250 commemoration."

Michigan

"It has broadened my thinking about the Revolution and the 250th commemoration as a discussion about the past and FUTURE of this country."

Virginia



"So many ideas have come out of this convening, and so many partnerships have arisen. I'm so grateful for these opportunities. I hope this gathering continues in some way after 2026, as mentioned several times during this year's conference, even if a registration cost is involved going forward."

North Carolina



"A Common Cause to All was vital in the renewal of our team's spirits and a great place to continue to brainstorm and perfect our plans."

Georgia

"The energy of being in a room full of individuals that are not only passionate about our country's but preserving and sharing that history was electric. Additionally, CW has done a fantastic job with the event over the last three years."

Virginia



# In The Media

51.2 million Media Impressions



**Ken Burns gives sneak peek of new documentary on American Revolution: ‘No story more important . . . than this one’**

*The six-part documentary will debut in November on PBS. Next post marks the 250th anniversary of the Declaration of Independence*

By Brandy Goodhue  
March 27, 2025

**CNBC**

MEASURING CEO CONFIDENCE

**Carly Fiorina on CEO confidence: There's great enthusiasm but uncertainty is starting to weigh**

Carly Fiorina, General Motors Board of Directors chair and former Hewlett-Packard CEO, joins "Market Beat" to discuss America's 250th birthday in 2025, state of CEO confidence, President Trump's tariff policies, and more.

**Daily Press**

Friday, March 28th, 2025

**THE VIRGINIA GAZETTE**

Community News Opinion Sports Virginia Gazette Public Notices Gazette E-paper

**Famed filmmaker Ken Burns debuts American Revolution documentary in Williamsburg**

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- 3 Man struck and killed while crossing Jefferson Avenue in Newport News
- 4 Business enters: New restaurants opening in James City County, plus new market in Williamsburg
- 5 Virginia Beach scraps lofty 1000th plan for Atlantic Avenue in favor of less costly options

## Virginia 'Common Cause To All' Event Galvanizes Planning Efforts for 2026

By Stephanie Sabin March 29, 2025



2025 VA 250 Conference, Williamsburg Lodge, Virginia Room. An interview with Ken Burns (left), Award-Winning Documentary Filmmaker, interviewed by Jeffrey Rosen (right), President and CEO, National Constitution Center.