

# News Release

H.L. Bonham Regional  
Development & Tourism Center  
408 Whitetop Road  
Chilhowie, VA 24319  
(276) 646-3306  
www.VisitVirginiaMountains.com



H.L. Bonham Regional  
Development and Tourism Center

---

## ***SMYTH COUNTY TOURISM ASSOCIATION***

***H.L. Bonham Regional  
Development & Tourism Center***

**Barbara DeBord  
Director of Tourism**

**FOR IMMEDIATE RELEASE  
May 18, 2008**

**Contact:** Kristy Nunley  
**Phone:** (276) 646-3306  
**FAX:** (276) 646-3301  
**Internet:** [www.VisitVirginiaMountains.com](http://www.VisitVirginiaMountains.com)  
**email:** [kristy@VisitVirginiamountains.com](mailto:kristy@VisitVirginiamountains.com)

## **SMYTH COUNTY TOURISM VIDEO FEATURED ON GOVERNOR KAINE'S NEW *YouTube* CHANNEL**

*~ Channel provides unique access to Governor, exposure for Smyth County ~*

**RICHMOND**– Governor Timothy M. Kaine announced on May 6 the creation of his own YouTube channel on the popular online video sharing site that allows people to watch and share originally created videos. The channel, [www.youtube.com/vagovernor](http://www.youtube.com/vagovernor), which features video clips of public service announcements, speeches and public forums with the Governor, also displays a “Subscriptions” section, where the Governor’s office has included a link to Smyth County’s tourism video.

The Smyth County tourism video, <http://www.youtube.com/user/VisitVAMountains>, was posted on YouTube in July 2007. Governor Kaine's channel is part of the Virginia government community of channels, which includes a channel hosted by the state’s tourism agency, the Virginia Tourism Corporation (VTC). VTC launched its YouTube Channel earlier this year and also displays the Smyth County Tourism video, helping to promote the Southwestern Virginia mountain region and Smyth County.

“It is through these kinds of partnerships that we’ll see a positive economic impact from tourism in Smyth County and Southwestern Virginia even as we face difficult economic times,” said Director of Tourism Barbara DeBord of the Smyth County Tourism Association. “It’s in these times that we need to increase our marketing to raise awareness of our area as a getaway destination the most. As Americans take shorter trips and stay closer to home, we’re positioned perfectly to become the destination of choice to half the population of the Eastern U.S. because we’re within a day’s driving distance from them. We’re pleased to be a part of the Virginia online community.”

Thanks to Secretary of Technology Aneesh Chopra’s progressive leadership of the Virginia Information Technologies Agency, Virginia is one of the first states to launch a YouTube channel. The state-certified H.L. Bonham Regional Development and Tourism Center is managed Smyth County Tourism Association staff. The web address for the tourism effort is [www.VisitVirginiaMountains.com](http://www.VisitVirginiaMountains.com).

###

---

408 Whitetop Road, Chilhowie, VA 24319 (276) 646-3306 (276) 646-3301 fax [www.VisitVirginiaMountains.com](http://www.VisitVirginiaMountains.com)