

Media Release

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27th Annual Hampton Bay Days Named Top 20 Event by Southeast Tourism Society

Hampton, VA- The Southeast Tourism Society has named the 27th Annual Hampton Bay Days festival as a Top 20 event for September 2009! Bay Days will receive extensive exposure in print media, web, television, and radio in both the United States and Canada.

The event, nominated by the Hampton Convention & Visitor Bureau, was selected by a panel of judges in different locations across North America. Events are listed on the Southeast Tourism Society's website at www.southeasttourism.org and their consumer website www.escapetotheseast.com.

The Southeast Tourism Society is a non-profit organization dedicated to promoting the Southeast. Founded in 1983, the organization initially included eight states (Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee) with four others joining later (Arkansas, Kentucky, Virginia, and West Virginia.). The group now has over 1,000 individuals enrolled in membership, representing such organizations as convention and visitor bureaus, state tourism departments, tourism attractions, hotels, resorts, universities, travel media, and festivals, among others.

In 1982, Hampton Bay Days was created as a unique outlet to educate the public on the importance of the Chesapeake Bay in the Hampton Roads region, as well as the rest of Virginia and Maryland. The goal of the festival was, and still is, to provide an entertaining atmosphere while ultimately serving a greater purpose, highlighting aspects

of the Bay and promoting its upkeep and preservation. This year's festival takes place September 11-13, 2009 and is expected to attract upwards of 250,000 attendees.

If you are interested in obtaining more information about Southeast Tourism Society's Top 20 Events program, feel free to email top20@southeasttourism.org or call 404/364-9847.

Partially bordered by the Hampton Roads harbor and Chesapeake Bay, Hampton, with the new 344,000 sq. ft. Hampton Roads Convention Center, is located in the center of the Hampton Roads metropolitan area. Hampton is the site of America's first continuous English-speaking settlement and is home to such visitor attractions as the Virginia Air & Space Center and Riverside IMAX® Theater, the Cousteau Society, Hampton History Museum, harbor tours and cruises, Hampton University Museum, Fort Monroe, award-winning Hampton Coliseum, The American Theatre, among others. Hampton was twice-named All-America City, the nation's oldest and most prominent community recognition award.

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