

Hello Tourism Partners,

As we are all aware, COVID-19, has had a tremendous impact on Virginia's restaurant industry, with dining rooms across the Commonwealth forced to close in an effort to slow the spread of the virus.

In an effort to support restaurants that are offering takeout, curbside pick-up, and no-contact delivery in communities across the Commonwealth, VTC and VRLTA will announce **Virginia is for Restaurant Lovers Takeout Week (March 30-April 5, 2020)**. The announcement will take place this Thursday, March 26.

Please see below for details on how you can join the effort to support our restaurant partners during this difficult time. We encourage you to engage your local media personalities, food writers, local celebrities, etc. to participate and join in on the challenge on social media.

If you plan to participate, please fill out [this form](#) so we can reference you in any media inquiries.

WHAT: Virginia is for Restaurant Lovers Takeout Week

WHO: VTC and VRLTA will partner with destinations across the state, encouraging each DMO and CVB to engage with their local media personalities, food writers, bloggers, and personalities and challenging them to **order takeout, curbside pickup or delivery throughout the week.**

WHEN: Virginia is for Restaurant Lovers Takeout Week will be announced on Thursday, March 26. The promotion officially runs March 30 - April 5.

HOW: Beginning Monday, March 30th, VTC and VRLTA are encouraging Virginians who are able to take the challenge by ordering takeout, delivery, or curbside pickup from three area restaurants throughout the week.

Participating partners and local personalities should use the hashtag #VirginiaEatsLocal when posting on social media. Virginia Tourism is also selling limited edition "Virginia is for Restaurant Lovers" t-shirts, with a portion of the proceeds going to emergency relief efforts for foodservice workers in crisis.

Social Posts:

Sample Facebook Copy:

It's time we give back to the industry that has given us so much. Join us for Virginia is for Restaurant Lovers Takeout Week by ordering takeout or delivery from your favorite local [locality] restaurants. #VirginiaEatsLocal

Sample Twitter/Instagram Copy:

Join us this week to help support [locality's] local restaurants, wineries and breweries. What local restaurant will you be ordering from this week? Tag your favorite local spot below.
#VirginiaEatsLocal

[Locality's] local restaurants are asking for your help. Join us for Virginia is for Restaurant Lovers Takeout Week and enjoy a tasty meal to help our local restaurant communities.
#VirginiaEatsLocal

Enjoy a local meal for a great cause this week for Virginia is for Lovers Restaurant Takeout Week. #VirginiaEatsLocal