

PRESS RELEASE FOR IMMEDIATE RELEASE

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**Newest LOVEwork unveiled in Cape Charles organized by Experimental Film Virginia
*Visitors encouraged to take pictures and share on social media with #LOVEVA***

Cape Charles (June 12, 2019) – Experimental Film Virginia, in collaboration with Lemon Tree Gallery, will unveil a life-sized LOVE artwork, at the corner of Strawberry Street and Mason Avenue in downtown Cape Charles. This LOVEwork is a large mural painted on the side of the Lemon Tree Gallery and Studio building.

Created as part of a state and local partnership to promote travel and tourism, the artwork is an extension of the iconic "Virginia is for Lovers" brand, which in 2019 is celebrating 50 years since its inception. The Experimental Film Virginia LOVEwork is one of more than 130 giant LOVE letters, or in this case, a mural--called LOVEworks, in towns and cities across the Commonwealth.

"Virginia is for Lovers is about doing the things you love to do on vacation with the people you love most," said Rita McClenny, president and CEO of the Virginia Tourism Corporation. "The new LOVEwork at Lemon Tree Gallery captures that idea perfectly, and gives you an authentic sense of place as it showcases the quirky vintage, rustic vibe of the town centered on the film scene that Experimental Film Virginia, who organized this LOVEwork, is striving to brand and share by merging arts and tourism. We are excited that Cape Charles will help us share the LOVE with travelers, helping them to discover for themselves why Virginia is for Lovers." Each LOVE installation is a reflection of the community in which it stands, and the Experimental Film Virginia LOVEwork is no exception.

The selected artist is Berlin-based Nadia Petkovic whose style features black and white detailed layers of story in her intricate painted designs. The mural will be inspired by old Hollywood stories of Cape Charles in its heyday with references to the former railroad, historic theatre movie house, now home to Experimental Film Virginia, and the present-day arts and culture scene in the town centered around film. Today Cape Charles is a top beach destination with award winning restaurants, ice creameries and events. "This LOVEworks mural allows Cape Charles to join the arts district branding so successfully executed by VIBE and NEON in Virginia Beach and Norfolk," said Renata Sheppard, Artistic Director of EFV. "We hope it will complement the ongoing efforts of the Main Street program in our town and initiate the foundation of an arts district in Cape Charles."

Visitors to the Experimental Film Virginia LOVEwork are encouraged to take pictures with it and share them on Facebook at [Facebook.com/VirginiaIsForLovers](https://www.facebook.com/VirginiaIsForLovers) and on Instagram and Twitter, using the hashtag #LOVEVA and #CapeCharles. A full list of LOVEworks can be found at Virginia.org/LOVE.

Tourism is an instant revenue generator for Virginia. In 2017, tourism generated \$25 billion in revenue, supported 232,000 jobs and provided \$1.73 billion in state and local taxes for the Commonwealth.

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Note to media: Images of LOVEworks from around the Commonwealth can be requested at pressroom.virginia.org, the official pressroom of the Virginia Tourism Corporation.

