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FOR IMMEDIATE RELEASE

SAMPSON COUNTY CONVENTION & VISITORS BUREAU ANNOUNCES EVENT MARKETING GRANT AWARD TO THE TOWN OF ROSEBORO - BLOOMFEST

Event Marketing Grant Program developed to assist in promoting events and attraction across Sampson County

(Sampson County, NC) -- The Sampson County Convention & Visitors Bureau (SCCVB) announced today an Event Marketing Grant in the amount of \$1,000 was awarded to the Town of Roseboro for the "Bloomfest" event which was held the last Saturday in April. "We are so excited that our event was a huge success, and we appreciate the advertising funding from the Sampson County CVB which helped draw many visitors to Roseboro, stated Ms. Allie Strickland, Executive Director of the Clinton-Sampson Chamber of Commerce and Town of Roseboro Main Street Director.

The Event Marketing Grant Program is to assist Sampson County organizations in the promotion of special events and visitor attractions, and to stimulate economic growth within the County by supporting non-profit organizations and visitor attractions that are in Sampson County that sponsor special events or those that manage local visitor attractions.

"The grant program is continuing to grow, and I am proud to be able to help support other festivals and events with the ability to award marketing funds to organizations and attractions that work to attract both overnight visitors, as well as, day-trippers to Sampson County" stated Ms. Sheila Barefoot, Executive Director, Sampson County Convention and Visitors Bureau. All Event Grant Marketing funds awarded can only be used for the marketing, advertising or promotion of special events or local attractions that are being promoted in media markets located outside of Sampson County.

Organizations that may apply for EMGP funding include any legally chartered 501-(c3) non-profit Sampson County organization or chartered municipality representing a visitor attraction or large special events that strive to promote tourism within the County by attracting visitors. Documentation of legal status, tax exemption, federal identification number, budget, and organizational purpose are required with all applications.

The SCCVB has tentatively allocated \$3,000 per Fiscal Year towards the Event Marketing Grant Program.

The Sampson County CVB was approved and enacted to be a public authority established through legislation by the General Assembly of the State of North Carolina and adopted, approved, and enacted by the Sampson County Board of Commissioners with the purpose of promoting the development of travel and tourism related activities in Sampson County, through state, regional and national advertising, marketing and promotional activities and campaigns.

For more information or details about the SCCVB Event Grant Marketing Program or to receive grant guidelines and applications, contact Sheila Barefoot, Executive Director at 910-592-2557 or via email at sbarefoot@visitsampsonnc.com. The Sampson County CVB's offices are inside the Sampson County Exposition Center located at 414 Warsaw Road, Clinton, NC.