



HARRISONBURG | VA FRIENDLY BY NATURE



For Immediate Release – June 26, 2025

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Harrisonburg Tourism receives \$20,000 state marketing grant

HARRISONBURG, Va. – Where better for family-friendly fun than The Friendly City?

The City of Harrisonburg has received a \$20,000 grant from the Virginia Tourism Corporation (VTC) for its “Harrisonburg Happy - Family Friendly Travel” campaign, the maximum grant award. The campaign focuses on attracting families from the Washington, D.C., metro area to visit Harrisonburg by highlighting attractions such as the Explore More Museum and local cultural centers, activities such as hiking area trails or checking out Downtown art and dining at local family restaurants.

The campaign will focus primarily on social media ads with some ads in Blue Ridge Outdoor Magazine, continuing a successful effort by Harrisonburg Tourism of encouraging people in the surrounding region to consider a quick trip to the Shenandoah Valley.

“Harrisonburg is the perfect family travel destination, and this campaign will help us attract even more people from the D.C. area than are already visiting us throughout the year,” Harrisonburg Tourism Manager Jennifer Bell said.

Harrisonburg Tourism, a division of the City of Harrisonburg Economic Development Department, serves Harrisonburg by promoting the city as an attractive tourist destination, supporting Harrisonburg’s tourism-related businesses, providing promotional materials to showcase Harrisonburg, working with travel professionals to schedule meetings and conferences and managing the Hardesty-Higgins Visitor Center in Downtown.

Learn more about Harrisonburg Tourism at <https://visitharrisonburgva.com/>.

The City of Harrisonburg is centrally located in the Shenandoah Valley of Virginia. It is home to approximately 56,879 people. More information about the City of Harrisonburg is online at www.HarrisonburgVA.gov.



(Above) A family bicycles on a trail in Harrisonburg. The Harrisonburg Happy - Family Friendly Travel campaign highlights things families can do when visiting Harrisonburg.

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