



Press Release

BVI PICTURED AS BACKDROP FOR WASHINGTON WIZARDS 2010

CALENDAR

Road Town, Tortola, August 31, 2009 – The British Virgin Islands Tourist Board (BVITB) is hosting the cheerleaders of the National Basketball Association's (NBA) Washington Wizards as they shoot their 2010 promotional calendar.

"This project is a fantastic opportunity to feature the BVI alongside a popular and talented group of performers who motivate and entertain hundreds of thousands of sports fans," said Myron Walwyn, Chairman of the British Virgin Islands Tourist Board.

"The Washington Wizards cheerleading squad could have shot their calendar photographs anywhere in the world, but they chose the British Virgin Islands," said Hadassah Ward, Acting Director of the British Virgin Islands Tourist Board. "This selection speaks volumes about our international reputation as a destination of choice for a variety of international photo shoots."

The annual *Wizards Girls* swimsuit calendar will exclusively showcase the natural beauty and splendor of the BVI. The calendar will feature sites such as Cane Garden Bay, Bomba Shack, White Bay Beach on Jost Van Dyke, Peter Island, the Caves on Norman Island, the Baths and Copper Mine in Virgin Gorda, and Anegada, among others.

The cheerleaders arrived in the Territory on Thursday, August 27 and are being photographed throughout sites in the Territory until Wednesday, September 2. This destination photo shoot is the result of the BVITB's continuing efforts to promote travel to the BVI in the North American market.



“In this tough economy, we are always looking for creative and cost-effective ways to feature our destination,” said Perla George, General Manager for North American Sales & Operations. “The greater Washington and mid-Atlantic region is a strong feeder market for us, so we look forward to the extended and preferred exposure that this calendar opportunity will provide.”

More than 10,000 copies of the calendar will be sold and distributed throughout the 2009/2010 basketball season during the Wizards home games at the Verizon Center and other activities featuring the Wizard Girls. Additionally the Territory will benefit from promotions of the calendar on the basketball team’s web site and on the team’s pre-game television show. Further, the BVI will be featured in numerous promotions surrounding Wizards NBA games over the upcoming season.

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