

CRUSH FRIDAY

VIRGINIA IS FOR LO♥ERS®

Sub-Brand Direct Mail

YOU
SHOULD
BE WORKING.

YOU
SHOULD
BE AT A SHOW, DANCING ON THE SHOULDERS OF A BEAR. NOT WORKING.

ROCK THAT PTO WITH
A DAY OFF IN VIRGINIA.
OUR BEGINNER'S GUIDE
TO VACATION WILL
SHOW YOU THE WAY.



WISE UP

Unused vacation days cost the U.S. economy \$236 billion last year, which could have supported 1.8 million American jobs. Don't take this the wrong way, but sitting at your desk every day is killing jobs and giving people the sads.



ASK OFF

Fact: Your boss actually wants you to take a vacation, because you're a better employee when you do. Stop making excuses, put your big kid pants on, and ~~loudly demand~~ politely request a day off. You'll both be glad you did.



MAKE PLANS

Not everyone can fly to Coachella, so if you're looking to save money, hit one of Virginia's many music festivals. From bluegrass to hip-hop, folk to funk, there's always an opportunity to two-step, strut and dab. Flower crown not included.



CHILL OUT

If you thought planning a getaway was fun, just wait until you're on it. The sun, the crowds, the sick bass line that just dropped, and that bendy dance move you've been practicing that's about to sweep the nation in 3...2...1.



CRUSH FRIDAY

Put your new vacation smarts to the test with a day off in Virginia. From spectacular mountains to stunning coastlines to award-winning vineyards, Virginia offers endless options for Friday fun. Vacation inspiration is available at virginia.org.

VIRGINIA IS FOR
MUSIC LOVERS

YOU
SHOULD
BE
WORKING.

YOU
SHOULD
BE AT THE BEACH, RIDING A DOLPHIN INTO THE SUNRISE. NOT WORKING.

TAKE THE PTO PLUNGE
WITH A DAY OFF IN
VIRGINIA. OUR BEGINNER'S
GUIDE TO VACATION WILL
SHOW YOU THE WAY.



WISE UP

662 million vacation days went unused last year, which is crazy because taking time off makes you more productive, more creative and more pleasant to work with. All things that raise your profile, and eventually, your paycheck.



ASK OFF

Despite what Hollywood says, most bosses are not evil overlords who disapprove of vacation. They will not yell or throw a stapler if you request a day off. Worst case scenario, you'll have to bring them back saltwater taffy.



MAKE PLANS

Not everyone has the budget for Bali, so if you're looking to save some clams, explore Virginia's amazing shorelines. From Virginia Beach to Chincoteague Island, you can swim, sunbathe and maybe even make a dolphin friend.



CHILL OUT

If you thought planning your vacation was fun, just wait until you're actually on it. The crashing waves, the sea breezes, the tangy zip of nacho chips, the loud squawking of seagulls. OK, maybe put the chips away. There, that's better.



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VIRGINIA IS FOR
BEACH LOVERS

YOU
SHOULD
BE WORKING.

YOU
SHOULD
BE AT A WINERY, LETTING A CHIPMUNK SERVE YOU ROSÉ. NOT WORKING.

POP THE TOP OFF THAT
PTO WITH A DAY OFF IN
VIRGINIA. OUR BEGINNER'S
GUIDE TO VACATION WILL
SHOW YOU THE WAY.



WISE UP

54% of workers didn't use their vacation last year. It's like they didn't know that taking time off would increase their chances of getting a promotion. Someone should tell them. Like, maybe with a fold-out guide or something.



ASK OFF

You're afraid your boss will think you're a slacker if you take a day off, but in reality you're more productive after a vacation. Stop being a martyr, ask for a day off, then come back and slay everyone with your awesomeness.



MAKE PLANS

Not everyone has the budget for France, so if you're looking to save money, explore the world-renowned vineyards in Virginia. You won't need a passport or a guy in a beret to show you around. And the cheese is still pretty good.



CHILL OUT

Ah, the tannic mouthfeel of a Petit Verdot. Wine is great because you don't have to know what any of the words mean to enjoy how they taste. Speaking of, did you finish that bottle by yourself? Impressive. Let's get you some food.



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VIRGINIA IS FOR
WINE LOVERS

YOU
SHOULD
BE WORKING.

YOU
SHOULD
BE AT THE RIVER, POUNDING OYSTERS WITH AN OTTER. NOT WORKING.

**CRACK OPEN YOUR PTO
WITH A DAY OFF IN
VIRGINIA. OUR BEGINNER'S
GUIDE TO VACATION WILL
SHOW YOU THE WAY.**

1



WISE UP

\$66.4 billion in benefits were forfeited last year because workers didn't use their vacation time. That's the equivalent of paying your employer \$604 to go to work. Stop paying your employer to go to work. It's weird.

2



ASK OFF

Lean in, we're going to tell you a secret: Your boss wants you to take a vacation, because it makes you more productive, more focused and more likely to have a breakthrough idea. Not like that last one about edible socks.

3



MAKE PLANS

Not everyone can jet to the Pacific Rim for seafood, so if you're looking for a more affordable, equally epicurean experience, visit the Virginia Oyster Trail. From the Northern Neck to the Eastern Shore, you can wine and brine all day.

4



CHILL OUT

If you thought planning a vacation was fun, just wait until you're on it. The rushing river, the chirping birds and the euphoric whoop of a human who just successfully shucked her first oyster. It's like heaven, with a side of hot sauce.



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**VIRGINIA IS FOR
OYSTER LOVERS**

YOU
SHOULD
BE
WORKING.

YOU
SHOULD
BE AT A BREWERY, HITTING THE HOPS LIKE A BULLFROG. NOT WORKING.

**TAP INTO YOUR PTO WITH
A DAY OFF IN VIRGINIA.
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SHOW YOU THE WAY.**



WISE UP

If workers who left vacation days on the table last year took just one more day off, it would drive \$33 billion in economic impact. So stop postponing that Friday trip to a craft brewery and start building an economy, one beer at a time.



ASK OFF

Nobody likes a work martyr. They're cranky, sluggish and, honestly, kinda boring. They burst into tears for no reason and burn popcorn in the microwave. Don't be a work martyr. Ask your boss for a day off. Take the time you've earned.



MAKE PLANS

Not everyone can fly to a Belgian abbey, so if you're looking to save money, visit one of Virginia's craft breweries. From stouts to saisons, you'll discover brews that would make a monk break his vow of silence and shout "Amen!"



CHILL OUT

If you thought planning a getaway was fun, just wait until you're on it. The rugged smell of wood and metal, the frosted pint glass, the tawny coloring of the ale and its perfectly frothy head. (We're not crying, *you're* crying.)



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**VIRGINIA IS FOR
CRAFT BEER LOVERS**

YOU
SHOULD
BE
WORKING.

YOU
SHOULD
BE ON A MOUNTAINTOP, FIST-BUMPING A BALD EAGLE. NOT WORKING.

**SUMMIT MOUNT PTO WITH
A DAY OFF IN VIRGINIA.
OUR BEGINNER'S GUIDE
TO VACATION WILL SHOW
YOU THE WAY.**

1



WISE UP

Workers who take vacation are more likely to get a promotion, but that fact didn't save 206 million vacation days from being forfeited last year. Each one gone like your dad's hair. Never to be seen again except in old family photos.

2



ASK OFF

Believe it or not, your boss wants you to take a vacation. You've been hissing at your co-workers, falling asleep in meetings and staring blankly at your computer screen for a week straight. People are getting worried. It's time.

3



MAKE PLANS

Not everyone has the budget for Mount Kilimanjaro, so if you're looking to save money, try hiking the spectacular Blue Ridge Mountains here in Virginia. Unlike Tanzania, no roving bands of hyenas will bite your legs on the way up.

4



CHILL OUT

If you thought planning your vacation was fun, just wait until you're actually on it. The meandering trails, the cascading waterfalls, that cute little black and white cat that's been following you. Oh wait, that's a skunk. Walk faster.



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**VIRGINIA IS FOR
MOUNTAIN LOVERS**