



Press Release

TOURIST BOARD INSTALLS IMPROVED SIGNAGE AT HISTORICAL SITES AND MUSEUMS

Road Town, Tortola, Friday July 31, 2009 – During this year's emancipation celebration, the British Virgin Islands Tourist Board is doing its part to help visitors and residents better identify historical sites and museums throughout the Territory.

Faye Smith-Penn, Niche Development Manager - Heritage Tourism has been charged with the responsibility of coordinating the erection of signs identifying approximately 20 landmarks of the Territory's history. Presently she is also working with the Department of Culture to improve the visibility of these landmarks and museums.

Referring to the design of the new signs, Smith-Penn said, "Uniquely fabricated to differentiate from the existing street signs, these craftily created pieces are expected to add a sparkle and enhance the visibility of obscure sites."

The erection of these signs began last week Wednesday in Road Town. "The first sites to benefit from new branded signs were the 1780 Lower Estate Sugar Works and the VI Folk Museum." said Smith Penn.

This initiative by the Tourist Board is a three-phase project that will add another dimension to selected museums, historical sites and other prominent locations throughout the Territory. Completion of this first phase of the signage project is scheduled to conclude at the end of August. The second phase of this project will involve interpretive signage and phase three will focus on



the reconditioning of several sites including the Sugar Mill restoration at H. Lavity Stoutt Community College and the Callwood Distillery. This phase of the project will commence in 2010.

Smith-Penn concluded by encouraging residents of the Territory to learn more about the Territory's history and culture during the August festivities. "As we celebrate the emancipation of our ancestors we must search for that link that makes us unique and get involved with activities that would inspire us."

The Tourist Board is encouraging the public to participate in this year's emancipation celebrations and learn more about the Territory's heritage. The community is encouraged to attend the annual Emancipation Sunrise Service on August 1 at 6:30 a.m. at the St. Philip's Anglican Church Ruins, also known as the Church of the Africans in Kingston, where the new sign marking this important site can be seen. On Saturday, August 2, the 1780 Lower Estate Sugar Works will be open for extended hours from 9:30am-12:30 pm. For a listing of historical sites and museums, please visit the British Virgin Islands Tourist Board website at www.bviturism.com.

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Note to Editors:

Caption for attached picture: **Improved Signage** – The British Virgin Islands Tourist Board is working with various Government Departments to improve the identification of historical sites and museums throughout the Territory. Director of the Department of Culture, Luce Hodge Smith stands next to new and improved signage to help visitors and residents identify important heritage sites.