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June 3, 2011

WORKHOUSE ARTS CENTER LAUNCHES MOBILE MARKETING CAMPAIGN

Program Made Possible By Tourism in the Arts Grant

The Workhouse Arts Center has recently launched a mobile marketing initiative through Ebrains, Inc. The project was made possible through a special Tourism in the Arts grant, from the Virginia Commission for the Arts and Virginia Tourism Corporation. The grant program aims to help Virginia arts organizations, working in partnership with the local tourism industry, with direct expenses for tourism promotion efforts. The Workhouse Arts Center partnered with EnviroSolutions, Inc. and the Fairfax County Retired Educators Association for the grant.

How it Works

The mobile marketing package offers the Workhouse Arts Center with a turnkey solution to leverage the thousands of local and visiting consumers who are using text messaging and smart phones on a daily basis.

The Workhouse now has an enhanced listing on the Virginia.org and Visit Fairfax applications, which lets users find nearby businesses, discover promotional offers and discounts, and plan their vacation itineraries by consulting a list of upcoming events. The Workhouse Arts Center's individual page offers direct dial, links, illustrations, a map and a "backpack" feature to save the page for later reference. The Visit Fairfax and Virginia.org apps are free. Mobile phone users can also text the word WORKHOUSE to 839-863 for special offers and information.

Since implementing the program just three months ago, the Workhouse has already become the most visited destination on Visit Fairfax's mobile app.

The mobile marketing initiative was developed using the DestinationM platform, designed specifically to help destination marketing organizations create mobile promotional experiences. DestinationM was developed by SIM Partners, Chicago, in partnership with McLean, VA-based eBrains.

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The Workhouse Arts Center, a program of the Lorton Arts Foundation, aims to enrich the lives of all within its reach by creating a vibrant cultural community that fosters a diverse offering of arts, education, social, and entertainment experiences. Set on 55 acres of land in the former D.C. Workhouse and Reformatory, the Workhouse provides a home for more than 100 of the region's finest professional and emerging artists, classes and arts education programs for people of all ages and artistic abilities, cooperative studios, performance and theatre venues, dedicated gallery and exhibition space, and event facilities. For more information, visit www.WorkhouseArts.org.