



**Visit Williamsburg Familiarization Tour
LPGA Pure Silk Championship Participants**

Date: May 17, 2021

Number in Groups: Two adults

Names: TBD, LPGA players not yet confirmed

Participation Deadline: May 3, 2021

Description of the opportunity:

Visit Williamsburg is partnering with six current LPGA players and past Pure Silk champion Christie Kerr to showcase unique things to see and do in the area, off the fairway.

Ahead of this year's Pure Silk Championship, each of the golfers will participate in one to two local activities to last no more than two hours each. Potential experiences can include food and beverage, history and culture, outdoor recreation, entertainment and amusement, and more.

Description of coverage:

The six current LPGA players will post four pieces of content to their personal social media channels.

Christie Kerr will be contributing an article on her experience to the *WilliamsBLOG*.

ITINERARY-AT-A-GLANCE:

NOTE ON LODGING, RESTAURANTS AND ATTRACTIONS:

Visit Williamsburg chooses the specific lodging, restaurants, and attractions for specific reasons to build out the itinerary. Each familiarization tour (FAM) is different and we ask that our partners are sensitive to the criteria that led us to these requests. If you have suggestions that are in line with the criteria, please feel free to contact us with your ideas.

Name(s) of Participants: TBD

Transportation: Rental car

Restrictions: Per LPGA COVID-19 safety protocols, activities must be within a 20-minute drive from Kingsmill Resort

DRAFT ITINERARY:

Date: Monday, May 17, 2021

- 4 Activities in Williamsburg – outdoor recreation, history, unique food and beverage
- 4 Activities in Yorktown – outdoor recreation, history, maritime activity, unique food and beverage
- 4 Activities in James City County – family entertainment and amusement, outdoor recreation, history, unique food and beverage

Please forward offers to [Jill Pongonis](#) and cc: [Miranda Jarrell](#)