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WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

The WilliamsBLOG Contributor and Influencer Familiarization Tour
Anna Hartman ~ Lifestyle by Anna Elizabeth



Dates: June 4-5, 2022

Number in Group: Two adults and one child

Name: Anna Hartman, husband Samuel Hartman, and son London (1 year old)

Topic: Where and how to plan the perfect picnic in Williamsburg

Participation Deadline: May20, 2022

Description of the Influencer:

Anna Hartman is a lifestyle blogger known for her feminine taste in fashion. Her content has been featured on Lauren Conrad, Refinery 29, JCrew, ChicWish, Pinterest, Baltimore Magazine, Charm City Wed, Bridal Pulse, Bridechilla, Rocky Mountain Bride, [and more](#).

Description of the coverage:

Anna will create a blog post for *The WilliamsBLOG* showcasing an Instagram-worthy picnic. She will write about how she prepares for the picnic while shopping for local food, beverages, and other favorites.

Media Outlet(s): *The WilliamsBLOG*, and her Instagram, Facebook, and Pinterest.

Social Media Outlets:

- Instagram: [@lifestylebyannaelizabeth](#), 12.4k followers
- Facebook: [Lifestyle by Anna Elizabeth](#), 2k followers
- Pinterest: [@lifestylebyannaelizabeth](#), 50.3k followers

Samples of previous posts created by Anna found on *The WilliamsBLOG*:

- [5 Healthy Cafes in Williamsburg, Plus What to Order at Each](#)
- [7 Key Elements to Planning Our Romantic Staycation in Williamsburg](#)
- [Why You Should Celebrate the Holidays in Williamsburg](#)
- [A Day in the Life of a Williamsburg Local](#)

NOTE ON LODGING, RESTAURANTS and ATTRACTIONS: Visit Williamsburg chooses particular lodging, restaurants, and attractions for specific reasons. 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 any suggestions that are in-line with the criteria, please feel free to contact us with your ideas.

Names of Traveler: Anna Hartman, husband Samuel Hartman, and son London (9 months old)

Room Information: No lodging required

Dietary Restrictions: None

Transportation: Personal vehicle

- Day 1: shopping
- Day 2: picnic lunch

DRAFT ITINERARY:

Date: June 4-5, 2022

Saturday, June 4:

- Morning activity in Williamsburg – shopping for picnic foods, beverages, clothing, and décor
- Afternoon activity in James City County - shopping for picnic foods, beverages, clothing, and décor

Sunday, June 5:

- Morning activity in Williamsburg - family-friendly, picnic location

Please forward offers to [Jill Pongonis](#) and cc: [Tamara Paris](#).