



This new sign is the first of several updates being planned for the Civil War Trails sites in the Hopewell-Prince George region. The work is made possible by the participation of the City of Hopewell who sponsors each site allowing for product updates, maintenance, and the collaborative marketing efforts. "Our program is unique in that the signs are always being updated, offering something new for travelers." said Drew Gruber, Executive Director of Civil War Trails, Inc. "Stories like Emma's are relatable to many, especially families who have been forced to move and adjust to difficult circumstances."

Each Civil War Trails site is marketed internationally by state tourism offices, regional destination marketing organizations, and municipal partners. This means the educational product is part of a much larger economic development mission. "We see self-guided outdoor tours like Civil War Trails as very important to tourism in our region..." said, Becky McDonough, CEO of the Hopewell-Prince George Chamber. "Civil War Trails has helped us update the stories which are now found in places of historic context and economic return."

Becky McDonough

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