



## Loudoun County, Virginia

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## NEWS RELEASE

Office of the County Administrator, Public Affairs and Communications

1 Harrison Street, SE, P.O. Box 7000, Leesburg, VA 20177-7000

703-777-0113 • Fax 703-771-5841

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Media Contact: Glen Barbour, Public Affairs and Communications Officer  
703-771-5086, [glen.barbour@loudoun.gov](mailto:glen.barbour@loudoun.gov)

### **Loudoun County to be Featured in National Television Program**

Loudoun County will be featured on the nationally televised program On Demand beginning this month. The program reaches more than 50 million households throughout the United States through various networks.

The educational documentary profiles Loudoun County as a place where tradition meets innovation. Viewers will learn about Loudoun County's growth over the last two decades including the county's strategic planning and economic development activities. Interviews with county officials, residents and business owners spotlight the county's high quality of life, educated workforce, recreational opportunities, top-ranked schools, friendly business climate, access to major markets and its robust transportation and internet infrastructure.

Loudoun County worked with On Demand content producers to develop the seven-minute program, which begins airing on Fox Business Network on April 11, 2019, in the 8 o'clock hour. The program airs again on the network on April 14. In the coming weeks, the On Demand documentary featuring Loudoun County also will be televised in prime time on various other networks, including CNN, Fox News, MSNBC, CNBC, Family Channel, and CNN Headline News.

"When approached by On Demand, we chose to participate in the program because Loudoun has a great story to tell," said Deputy County Administrator Charles Yudd. "Millions of viewers around the country will have the opportunity to see that Loudoun is truly a great place to live, work, learn and play."

The documentary also is distributed to public television providers—such as the Public Broadcasting Service, American Public Television, and National Educational Telecommunications Association—in all 50 states. On Demand programs on public television are hosted by actor Rob Lowe. Loudoun's program is scheduled to air on public television during the week of April 29, 2019.

In addition to airing on TV, the video is posted on the [Loudoun County YouTube channel](#).

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