



Press Release: Smithfield awarded National Prize

Smithfield, Virginia Wins NATIONAL Beauty Award

Tuesday, October 30, 2012

Smithfield & Isle of Wight, Virginia

The Paint Quality Institute has identified the nation's 12 most beautifully painted neighborhoods and towns and Smithfield, Virginia has won the "**Prettiest Painted Places in America**" Award for a "small town" in the Southeast Region!

Naming of the 12 "Prettiest Painted Places in America" comes after a rigorous four-month search by the Paint Quality Institute that involved thousands of contacts with state tourism departments, convention and visitors' bureaus, chambers of commerce, and Main Street groups, all of whom were invited to nominate communities.

The Southeast Region winners were Historic Downtown Smithfield, Virginia and Key West, Florida. Smithfield boasts a quaint river town with many historic structures ranging in style from Colonial to Federal to Victorian. Key West, southernmost of the Florida Keys, has brightly painted "conch" homes and "shotgun-style" cottages constructed in the 1800s by shipbuilder-carpenters.

The effort "Prettiest Painted Places in America" Award produced nearly 200 colorful nominees from 48 states and the District of Columbia that submitted color images of beautifully painted homes, buildings and exterior murals. A panel of judges with expertise in paint and exterior color schemes reviewed the entries and named two winners from each of six different geographic areas. Many of Smithfield's winning photographs were part of the Smithfield & Isle of Wight Convention & Visitor Bureau's annual "Pork-a-razzi" Photo Contest.

This is the second National Award for beauty and historic preservation that Historic Smithfield, Va has won in the last 6 weeks. In September, Smithfield won the prestigious "America In Bloom Award" for its population category as well as "Best Historic Walking Tour" and "Heritage Preservation"

"We are thrilled to receive this national award especially in the midst of such stiff competition," said **Judy Winslow, Director of Smithfield and Isle of Wight Tourism**-who entered the town in the competition, *"Smithfield is a gorgeous place and we love to unveil our unique assets to visitors and enjoy the quality of life it brings to our residents."*

This is the third time the Paint Quality Institute has conducted a search for the prettiest painted places in America. It held the first competition in the 1990s, and another in year 2000. The purpose of the competition is to give recognition to places that use paint to express pride in their communities, and highlight how an attractive exterior paint treatment can enhance the curb appeal of virtually any home, building, or exterior structure.

To see Historic Smithfield and some of the other winning and nominated localities visit <http://blog.paintquality.com/ppp/>

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