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For Immediate Release

### **Fayetteville, NC Launches A New Facebook Application**

*Trivia Quiz Allows Residents To Test Their Fayetteville Knowledge In An Entertaining Way*

Fayetteville, NC – March 9, 2010 – Fayetteville residents have a new fun way of learning about their community, thanks to a new trivia application recently introduced by the Fayetteville Area Convention and Visitors Bureau (FACVB) on the popular social networking site Facebook. Locals can put their knowledge to the test by taking the trivia quiz and answering a series of Fayetteville-related questions, ranging from historical local events/locations, fun facts, fascinating military history and famous natives/residents.

Sample questions include:

Former New York Giants baseball outfielder from Fayetteville whose career lasted just two innings in 1905. He became well-known thanks to the novel *Shoeless Joe* and the 1989 film *Field of Dreams*.

- a) Archibald "Moonlight" Graham
- b) Jimmy Raye
- c) Hiram Rhodes Revels
- d) Robert Strange

Actress born at Fort Bragg whose role in *Boogie Nights* earned her an Oscar nomination for Best Supporting Actress.

- a) Candice Woodcock
- b) Blenda Gay
- c) Sterling Hitchcock
- d) Julianne Moore

The trivia quiz, ‘So You Think You Know Greater Fayetteville?’, gives residents a sample of what they can expect from the new Fayetteville College of Patriotic Arts & Sciences (FCPAS), which is aimed at helping hospitality and tourism employees learn techniques to solve problems and provide visitors with area information that will make their stay a more positive experience and keep them coming back.

Interested residents can access the quiz on Facebook by visiting the FCPAS Trivia page at <http://apps.facebook.com/fcpas-trivia/> and becoming a fan. The trivia quiz will launch with 10 questions and be frequently updated with new questions, which will be announced on the fan page.

“The FCPAS Facebook quiz is a great way to kick off the program while showing the world in an interesting way the reasons why Fayetteville/Cumberland County a great place to visit,” says John Meroski, CEO of the Fayetteville Area Convention and Visitors Bureau. “The Facebook Trivia Challenge allows us to increase awareness for our new College. With more than 160,000 people visiting the area every month, it is important to equip our frontline employees with the

information necessary to guarantee each visitor has a memorable experience that they will share with others.”

About the Fayetteville College of Patriotic Arts & Sciences:

The FCPAS is home to two different programs: Fayetteville Area Ambassador Program (FAAP) and Fayetteville Online Education Center (FOEC). Students are encouraged to take full advantage of both programs.

Fayetteville Area Ambassador Program (FAAP):

A half-day certification class to teach front-line customer service employees how to capitalize on tourism opportunities. In this course, students will learn what makes the Fayetteville area special to a visitor and how to ensure their expectations are not only met but exceeded, thus creating a positive, memorable experience that will increase referral and repeat business. Upon successful completion, students will earn the ‘CTA’ credential as a Certified Tourism Ambassador, a designation recognized nationally in the tourism industry and accredited by the Tourism Ambassador Institute. Once a CTA, students will know how to create positive, memorable experiences for guests in Cumberland County. CTAs have opportunities to participate in networking events, luncheons and bus tours to stay in the know of Fayetteville and Cumberland County.

Fayetteville Online Education Center (FOEC)

The program was created specifically for the College, consists of four courses that complement topics covered in FAAP classes: using the CVB to your advantage, selling the destination, using marketing/public relations to your advantage, and understanding the community brand. Upon completion, students will know how to better read customers, build lasting relationships, and deliver a better Fayetteville experience.

Contact Information:

FCPAS classes are open to the public and can be accessed online at [www.learngreaterfayetteville.com](http://www.learngreaterfayetteville.com). For more information, please contact Ashleigh Dippolito, Hospitality Communications Manager at the Fayetteville Area Convention and Visitors Bureau via phone at 910-483-5311 or via email at [adippolito@visitfayettevillenc.com](mailto:adippolito@visitfayettevillenc.com)

About the FACVB:

The Fayetteville Area Convention & Visitors Bureau is a private, not-for-profit organization responsible for positioning Fayetteville/Cumberland County as a destination for conventions, sporting events and individual travel. For additional information, visit [www.visitfayettevillenc.com](http://www.visitfayettevillenc.com) or call 1-800-255-8217. Fayetteville/Cumberland County is the America's first military sanctuary. Through the *Army's Army* and other volunteer groups, our citizens and businesses are dedicated to watching over those who watch over us.

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