

'Crossroads of History' Campaign Features Historic Tavern in Franklin-Southampton Area

Insercorp Delivers New Multimedia Campaign for Mahone's Tavern & Museum in Courtland, Virginia



Franklin, Virginia -- Insercorp recently launched the "Crossroads to History" campaign to promote Mahone's Tavern and Museum and the many notable historical figures who spent time at the tavern. The multimedia project included a new website design, inclusion in an interactive Virginia History Trails app, and themed print collateral including rack cards and brochures. The campaign was funded in part by grant assistance as part of the American Evolution 2019 project and was made possible by the Mahone's Tavern and Museum, Inc. Board of Directors, Virginia Tourism Corporation, and Franklin-Southampton Economic Development.

Established in circa 1796 on Main Street in Jerusalem, Virginia (renamed 'Courtland' in 1888), Mahone's Tavern is one of the oldest houses in Southampton County. Also known as Kello's Tavern and Howard's Hotel at different points in time, the building has been used as a tavern or hotel throughout most of its history. It is generally remembered today as the old Mahone's Tavern, named after one of its earlier proprietors, Fielding J. Mahone. Mahone's Tavern is on both the Virginia Landmarks Register and the National Register of Historic Places.

Since 2008 the building has been serving as a museum to educate the general public about the Civil War's impact on Southampton County and to tell the story of the families who lived in the historic property for over 200 years. The team responsible for preserving and sharing the history

of the tavern now provide curious patrons with knowledge and other different functions to enlighten those who are interested in the back story of the famous foundation.

“Crossroads of History”

With the *2019 American Evolution Commemoration* marking the 400th Anniversary of several important events that occurred in Virginia history in 1619 which strongly influenced the development of the Virginia colony and ultimately shaped the foundation of the United States, Mahone’s Tavern and Museum seized the opportunity to participate and showcase its importance and significance in both Virginia and United States History.

The 1619-2019 Commemoration offers the “Virginia History Trails” app through *American Evolution*. “Virginia History Trails” is an easy-to-use app that puts 400 years of Virginia and American history at your fingertips. Using your phone’s GPS feature, Virginia History Trails turns your immediate surroundings into a live history lesson. You can click anywhere on the map of Virginia under the “Near Me” category and instantly get an in-depth description of why dozens of sites in your vicinity are important to Virginia’s development. Mahone’s Tavern and Museum is one of 200 official named historic sites available in the app.

Insercorp worked with the Board of Directors of Mahone’s Tavern and Museum to tie the new “Virginia History Trails” app and American Evolution 2019 Commemoration into a new “Crossroads of History” multimedia theme, including a newly re-designed, mobile-responsive website (optimized for smart phones) which allows you to learn about the history and owners of Mahone’s Tavern as well as learn about museum events, exhibits, and opportunities to get involved. Accompanying print collateral includes rack cards and brochures which Insercorp’s Award-Winning Creative Services designed to raise awareness of the Tavern and its historic significance to historians, educators, tourists, and history buffs as well as drive traffic to the new website where users can download the “Virginia History Trails” app.

Visit the refurbished www.mahonestavern.org to explore the new website and learn more about an important *crossroads of history*!

###

About Insercorp LTD

Insercorp LTD, a certified SWaM Vendor in the Commonwealth of Virginia with Micro-Business Designation, was founded in 2007 and incorporated as Insercorp LTD in 2010. The website design and development firm is best known for the creation of iPlasmaCMS2, a user-friendly web-based application that provides Website Administrators with the ability to make website updates in real-time and complete control over their website content through an intuitive interface.

Insercorp provides website, marketing, and information technology services to business, education, government, healthcare, and nonprofit organizations. Insercorp's work has received first place awards on State and National levels. For more information, please visit www.insercorp.com.

###

About Mahone's Tavern and Museum, Inc.

Mahone's Tavern & Museum, Inc. was established to foster the preservation, restoration, and presentation of Mahone's Tavern in order to identify and present not only the historically significant incidents which occurred at the Tavern, but also to learn of the endeavors and achievements of the people who lived there, and their importance and influence upon events in our community, our state, and our nation. For more information, visit www.mahonestavern.org

###

Media Contacts

Insercorp LTD

Summerlyn Hemmis, Creative Services Manager

757-337-2940

hemmissb@insercorp.com

Mahone's Tavern & Museum, Inc.

Earl Blythe, Vice President/Trustee

eblythe4@verizon.net