

# Colonial Williamsburg

The Colonial Williamsburg Foundation  
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[www.colonialwilliamsburg.com](http://www.colonialwilliamsburg.com)  
[www.history.org](http://www.history.org)

## Colonial Williamsburg Explorer Mobile App Wins Appy Award, Showcased at Microsoft Inspire 2017 Conference



WILLIAMSBURG, Va. (July 14, 2017) – The Colonial Williamsburg Foundation is proud to announce that the Colonial Williamsburg Explorer app won MediaPost’s 2017 Appy Award for Best Mapping/Location Based Mobile App. The free app was also recently highlighted as a featured app at Microsoft’s Inspire 2017 Conference in Washington, D.C.

A video showcasing the app presented at the conference can be viewed [here](#).

The Inspire Conference is Microsoft’s largest annual gathering of its partners aimed at fostering continued innovation. SapienRazorfish, which developed the Colonial Williamsburg Explorer app in partnership with Colonial Williamsburg and Second Story, participated in this year’s event.

“The award and being highlighted at the Microsoft Inspire Conference are further evidence of our success delivering on our core mission for guests,” said Colonial Williamsburg President and CEO Mitchell Reiss. “We offer a journey back in time to the 18th century, but most guests bring 21st-century devices with them on the trip. That is why technology will remain a critical tool that helps bring Colonial Williamsburg to life.”

The Colonial Williamsburg Explorer App is free to download via the Apple App Store and Google Play. Key features include:

- **Mobile Ticketing** – Skip the line to purchase and present same-day admission and event tickets. Quickly pull up your tickets all in one place.
- **“Meet” function** – Find your favorite characters – such as Thomas Jefferson and mascot Liberty – in the Historic Area in real-time.

- **Wayfinding** – Find locations throughout the historic area with the interactive map and directions, and download the map for use anywhere, any time.
- **Coupons** – Get access to exclusive sales and offers only available in this app.
- **Colonial Camera** – Filter fun photos with the Colonial Camera anywhere and share them with your friends.
- **Favorites** – Build a list of your must-see attractions and receive notifications when your events are about to start.

Additional information is available at Colonial Williamsburg ticketing locations, online at [colonialwilliamsburg.com](http://colonialwilliamsburg.com) by calling 855-296-6627 and by following Colonial Williamsburg on [Facebook](#) and [@colonialwmsburg](#) on [Twitter](#) and [Instagram](#).

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*The Colonial Williamsburg Foundation preserves, restores and operates Virginia's 18th-century capital of Williamsburg. Innovative and interactive experiences, highlight the relevance of the American Revolution to contemporary life and the importance of an informed, active citizenry. The Colonial Williamsburg experience includes more than 400 restored or reconstructed original buildings, renowned museums of decorative arts and folk art, extensive educational outreach programs for students and teachers, lodging, culinary options from historic taverns to casual or elegant dining, the Golden Horseshoe Golf Club featuring 45 holes designed by Robert Trent Jones and his son Rees Jones, a full-service spa and fitness center, pools, retail stores and gardens. Philanthropic support and revenue from admissions, products and hospitality operations sustain Colonial Williamsburg's educational programs and preservation initiatives.*

– CWF –

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