



In 1607, three ships carrying over a hundred adventurers crossed the Atlantic, not knowing what they would find on the other side. After landing at Cape Henry, in what is today Virginia Beach, they set out to explore the surrounding rivers and bays. They mapped and chronicled their discoveries as they made their way inland, eventually settling at Jamestown, Virginia. There they built the first permanent English settlement in the New World.

From Jamestown they would branch out to other areas of southeastern Virginia, creating towns, counties and cities, and in the process becoming Hampton Roads first regional citizens and establishing Hampton Roads as "*America's First Region*."

Today businesses, agencies and local governments throughout Hampton Roads, one of the nation's most vibrant communities, show their regional identity by displaying this brand.