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FOR IMMEDIATE RELEASE



BUSINESS APPRECIATION WEEK TO BE CELEBRATED JUNE 7-11

Danville, Va. (May 20, 2021) – The Danville Pittsylvania County Chamber of Commerce, in collaboration with the Danville Office of Economic Development, the Pittsylvania County Office of Economic Development and the River District Association, will celebrate Business Appreciation Week June 7-11, 2021. With a tagline of **#RootedInTheRegion**, the initiative aims to offer appreciation and respect to all businesses operating in Danville and Pittsylvania County.

There currently are more than 3,100 employers in Danville and Pittsylvania County that provide jobs, contribute to our tax base and support the amenities that improve our quality of life. With more than 39,000 people employed in Danville and Pittsylvania County, the region boasts a wide range of businesses including manufacturing, healthcare, retail, professional services, food services and restaurants, construction, finance, administrative, education, government, accommodations, recreation and entertainment, information technology and agriculture.

As we continue to recover from the COVID-19 crisis, Business Appreciation Week takes on additional significance, as our region’s businesses have demonstrated steadfast resilience under very difficult conditions. To celebrate the business community and their contributions to the region, a number of programs and initiatives are scheduled for Business Appreciation Week. See the list below and visit <https://www.facebook.com/2021BAW>:

SUPPORT LOCAL BUSINESS BINGO

Show some extra love and support to your favorite local businesses, have fun, and be entered to win a gift basket. To participate, print out the bingo card shared at Facebook.com/2021BAW. Create a line with 5 circles in a row crossed off (straight or diagonal). Share a photo of your bingo card on social media with #RootedInTheRegion, making sure your settings are public. Or, email a photo of your card to kirsten@riverdistrictassociation. Submit your bingo card by 5 p.m. on June 11 to be entered. The winner will be announced Monday, June 14.

REVIVE YOUR MIND, BODY AND SOUL

Take care of your health! Come to Gretna to visit Firefly Yoga, Fit to Dance, Danville-Pittsylvania Community Services & Wandering Roots Plant Co.; enjoy a delicious lunch at The Pod & shop at Sweet Pea's. Register for a Virtual Fatigue Workshop & enter to win a wellness gift basket, too!

SPROUT A POSITIVE OUTLOOK

The Importance of Customer Service Skills: panel discussion featuring Sandra Tanner [VA Tourism Corp], Sharon Petroski [Marshall Hotels & Resorts Inc.], Dave Slayton [Vintages by the Dan] and Michelle Foster [Rippe's]. Register at www.tinyurl.com/BAW21Panel

ROOT FOR YOUR HOME TEAM

The River District Association invites businesses to enjoy and support the Danville Otterbots at their home game! Businesses can register for tickets to the game & enter a raffle for a gift basket. Register at www.tinyurl.com/BAW21RootOtterbots

SPRUCE YOURSELF UP

Headshots & Hops – Brooke Klauss with Captured Portraiture will spruce up your LinkedIn page with a free professional headshot. Learn how to improve your profile and register for a workshop with Letterpress Communications - all while enjoying music from Third Story, food from Southern Belle Food Truck, and of course, your favorite brew!

GROW YOUR WORKFORCE

Expand your recruitment efforts to non-traditional applicants: panel discussion featuring Beth Groff [DARS], Brian Jackson [DCC], Robert David [Project Rebuild], and David Gusler [Arc of Southside]. Learn how to tap into the benefits of hiring employees with diverse experiences and abilities. Register at www.tinyurl.com/21BAWworkforce

Business Appreciation Week will celebrate our local businesses and manufacturers for choosing to locate and grow in the Danville Pittsylvania County region. During Business Appreciation Week, we acknowledge the companies that diversify and enhance our economy, particularly during this time of recovery and ongoing revitalization.

The Danville Pittsylvania County Chamber of Commerce accelerates business growth by connecting its members to dynamic resources and networks. Its 550 members understand that a strong Chamber is a critical component of an innovative, profitable business community. The Chamber's number one goal is to help area businesses of all sizes to grow and prosper.

The primary mission of the Danville and Pittsylvania County Offices of Economic Development is to create an environment conducive for job creation, wealth creation, and quality of life improvements. Both offices achieve these goals through new business recruitment, business retention and expansion, and the facilitation of entrepreneurial endeavors, which all come together to enhance the economic well-being of the community.

The River District Association (RDA), formerly Downtown Danville Association, was formed in 1999 to coordinate efforts to revitalize the downtown Danville community. The RDA follows the Main Street model to coordinate the public-private partnerships required to revive the River District. This organization works with the City of Danville, area businesses, and institutions to develop programs and events to get the community working together; to market the area's unique assets; to get the district in top physical shape; and to attract and retain businesses.

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