



## NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

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### **City earns silver for marketing at PRSA Blue Ridge Awards**

The Danville Office of Economic Development & Tourism (DOEDT) was awarded the silver trophy for its marketing video, “Feels Like Home,” at the annual Public Society of America (PRSA) Blue Ridge Awards on February 27, 2025.

The PRSA Blue Ridge Awards recognize outstanding public relations and marketing efforts in the Blue Ridge region, including Danville, Roanoke, Blacksburg, and surrounding area. The DOEDT received silver in the *Videos Running Two Minutes or Less* category for its compelling spotlight on the new City’s brand and logo.

The award-winning submission highlights Brad Moore, owner of Ruben’s Restaurant, and his passion for the surrounding community and dedication to his family business. This personal narrative was designed to resonate with residents and humanize the City’s new look and design.

The video was strategically shared on multiple social media platforms and reached over 55,000 accounts and viewed over 82,000 times. Watch the full video here: [https://youtu.be/EiWeB9ivl-k?si=47G1m60w\\_Kmhy5Dh](https://youtu.be/EiWeB9ivl-k?si=47G1m60w_Kmhy5Dh).

“We are thrilled to be recognized for our innovative storytelling,” said DOEDT Director, Corrie Bobe. “The new City brand is built on authenticity and community-driven experiences, and this video beautifully captures the spirit of what makes our home so special.”

Launched in February of 2024, the City rebranding efforts included a broader campaign featuring local brand ambassadors, from bakery owners to local students to nonprofit leaders.

Additionally, Eddy Alexander, a marketing and growth strategy advisory firm based in Roanoke, VA, was awarded silver for the *Visit SoSi 2023 Annual Activities and Impact Report*. Over the past three years, the DOEDT has collaborated with Eddy Alexander to develop marketing materials and promote the Visit SoSi brand for both Danville and Pittsylvania County. View the full report here: <https://www.visitsosi.com/partner/tourism-annual-report/>.

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### **About the Office of Economic Development and Tourism**

The Danville Office of Economic Development & Tourism recruits and retains businesses for the Danville area. The office provides information on available sites and buildings, incentives and other financial resources and offers a website designed for the business community: [www.discoverdanville.com](http://www.discoverdanville.com).