



## NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

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### City seeks local models for tourism and marketing campaign

The Danville Office of Economic Development & Tourism (DOEDT) is seeking local models to participate in a new marketing campaign promoting travel and tourism throughout Danville and Pittsylvania County.

In partnership with Digital Relativity, the photography and videography sessions will occur this summer and fall. The campaign will highlight local businesses, restaurants, boutiques, must-see outdoor attractions, and more. Final images will be featured in a variety of marketing materials, including social media, digital and print marketing campaigns, and websites.

Corrie Bobe, DOEDT Director, shares her excitement, "We are thrilled to launch this exciting new campaign as part of the Visit SoSi tourism initiative, which will showcase the unique charm and diverse offerings of Danville and Pittsylvania County. By capturing authentic, local moments, we hope to inspire both residents and visitors to explore the hidden gems of our region and create lasting memories. This campaign is an excellent opportunity to highlight the vibrancy and welcoming spirit that makes our community a great place to live, work, and visit."

No previous modeling experience is required. Contact Avery West at [avery@digitalrelativity.com](mailto:avery@digitalrelativity.com) and include "Danville Shoot" in the subject line if interested. Families and groups of all backgrounds are encouraged to participate.

Based in West Virginia, Digital Relativity is a full-service marketing and advertising agency, offering a wide range of services, including graphic design, web and mobile development, multimedia production, content creation, social media strategy, media planning and search engine optimization.

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**About the Danville Office of Economic Development & Tourism**

The Danville Office of Economic Development & Tourism is responsible for leading the city of Danville’s tourism efforts by branding and promoting the city and Pittsylvania County to differentiate it from other regional competitors through advertising, promotions, trade events, and visitor experience initiatives to stimulate economic growth for the region. To learn more about the Visit SoSi brand and regional attractions, visit <https://www.visitsosi.com/>.