



NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

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City receives five marketing and communications awards

The Danville Office of Economic Development & Tourism (DOEDT) was recognized with five marketing and communications awards at the 2026 Public Relations Society of America (PRSA) Blue Ridge Awards, held February 12.

The honors highlight DOEDT's efforts to effectively tell Danville's story through strategic communications, community engagement, and creative storytelling. In total, DOEDT received the following awards:

- **Writing Category:** Silver, *2024 Annual Impact Report*
- **Publications (Multipage) Category:** Silver, *2024 Annual Impact Report*
- **Annual Report Category:** Silver, *2024 Annual Impact Report*
- **Community Relations Category:** Gold, *Puertas Abiertas*
- **Video (Two Minutes or Less) Category:** Gold, *Dan River Falls Transformation*

City Manager Ken Larking expressed gratitude to PRSA for the awards received by DOEDT. "I am always impressed by the quality of the marketing material produced by the team," Larking said. "It's incredibly rewarding to witness their efforts being celebrated by their peers with such a remarkable collection of awards."

"We are proud to see our work recognized by PRSA and honored alongside outstanding communications efforts from across the region," said DOEDT Director Corrie Bobe. "These awards reflect our team's commitment to sharing Danville's story in an authentic and forward-looking way, underscoring the progress underway and the broad range of opportunities that make our community an increasingly attractive place."

The PRSA Blue Ridge Awards recognize outstanding public relations and marketing efforts in the Blue Ridge region, including Danville, Roanoke, Blacksburg, and surrounding area.

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About the Danville Office of Economic Development & Tourism

The Danville Office of Economic Development & Tourism drives the city's growth by recruiting and retaining businesses, supporting small business development, and fostering a dynamic environment for investment. The office also promotes Danville as a vibrant destination, showcasing the region's unique attractions, events, and visitor experiences. The DOEDT works to strengthen the local economy and enhance quality of life for residents, businesses, and visitors alike. Learn more at www.discoverdanville.com.