



NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

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Visit SoSi launches two new community newsletters

This week, the Danville Office of Economic Development & Tourism (DOEDT) launched two newsletters designed to enhance communication with both leisure audiences and tourism stakeholders.

The leisure-focused newsletter provides residents and visitors with timely information about activities and attractions across the region. Each issue will include upcoming events, a featured partner spotlight, local news updates, and direct links to event calendars, listings, and the official Visit SoSi website.

The stakeholder newsletter is tailored to tourism partners and industry professionals and highlights upcoming DOEDT-hosted workshops and events, grant and funding opportunities, relevant news articles, and resources for updating business listings and strengthening engagement with the Visit SoSi platform.

“After three years of the Visit SoSi regional tourism brand, we are thrilled to offer these opportunities for our tourism partners and interested visitors to get plugged in,” said Lisa Meriwether, DOEDT Tourism Manager. “These newsletters are a way for the team to continue sharing our stories, building on the brand’s momentum, getting the word out about Danville and Pittsylvania County, and speaking to our stakeholders and tourists one-on-one. There is always something new to do or see in SoSi, and these newsletters are a testament to that.”

Individuals can subscribe at: <https://www.visitsosi.com/newsletter/>

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About the Danville Office of Economic Development & Tourism

Visit SoSi is the fastest-growing tourism destination in the Commonwealth of Virginia. The Danville Office of Economic Development & Tourism, which serves as the official Destination Marketing Organization for the region, leads the City of Danville's tourism promotions under the Visit SoSi brand. The office promotes tourism assets and attractions across the City of Danville and Pittsylvania County and leverages advertising, earned media, promotions, trade events, and visitor experience initiatives to stimulate economic growth for the region. Learn more at www.VisitSoSi.com