



## NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

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Monday, May 18, 2026

### **City of Danville to host media and public relations training for tourism stakeholders**

The Danville Office of Economic Development & Tourism (DOEDT) will host a Visit SoSi Media Training on Thursday, June 11, 2026, designed to equip local tourism and hospitality stakeholders with practical tools to attract media attention and elevate their business storytelling.

The session will take place from 9-11:30 am at Dan River Falls, located at 420 Memorial Drive, Suite 200, Danville. The training is free, but registration is required.

“From the opening of The Laurel Hotel, the continued momentum of Caesars Virginia, the excitement of every small business ribbon cutting, and being named the Commonwealth’s fastest-growing tourism destination, we are far from slowing down,” said Tourism Manager Lisa Meriwether. “This training is the perfect opportunity to lay a strong foundation for our tourism stakeholders to craft their stories in ways that capture media from far and wide.”

The Visit SoSi Media Training will help participants understand how to shape compelling narratives, engage journalists, and strengthen their visibility across traditional and digital platforms. Attendees will leave with actionable strategies to better position their businesses within the region’s growing tourism landscape.

To register, visit: <https://forms.office.com/r/6Cgp6jH86W>

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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](http://www.VisitSoSi.com)