



News Release

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City announces tourism ambassador program

The Danville Office of Economic Development & Tourism has launched the I Am Tourism: Visit SoSi Ambassador Program to equip locals and stakeholders with in-depth knowledge of the many attractions and dining, shopping, and lodging options in Danville and Pittsylvania County to create a memorable experience for tourists.

Participants will gain knowledge of the region's assets through interactive workshops using the hub-and-spoke model and a guided bus tour of the Danville area, led by Joyce Wilburn. Upon completion of the workshop, participants will receive a certificate of completion, an I Am Tourism lapel pin, and passes to various attractions to experience first-hand the many offerings in Danville and Pittsylvania County. The training is free and open to the public, but space is limited to 50 individuals per workshop and 2 individuals per business.

Tourism Manager, Lisa Meriwether, says, "Tourism improves the quality of life for us all and all of us need to do our part and to share our story with others. That's why we are working to engage and educate members of our community to serve as our ambassadors through the I Am Tourism program."

The I Am Tourism program will be scheduled into half-day sessions, held quarterly throughout the year, with the first workshop on August 1 at the Institute for Advanced Learning & Research, 150 Slayton Avenue, Danville.

Joyce Wilburn states, "I have given tours of Danville to over 2,000 people from 22 different countries and 42 different states. I can verify that Tourism Ambassadors will have a rich experience meeting people and telling them stories about the area that we love and call home. During the I Am Tourism: Visit SoSi Ambassador Program, we will pretend to be



newcomers on a 90-minute city tour and see familiar sites with a fresh perspective. I will be very surprised if participants don't learn something new, even if they are lifetime residents.”

Interested participants can register here:

<https://www.visitsosi.com/i-am-tourism-visit-sosi-ambassador-program/>

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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/>.