



**PRESS RELEASE  
For Immediate Release**

DANVILLE, VA (October 17, 2012) – The Danville and Pittsylvania County community now has a one-stop, online resource for listings of events, activities, and much more.

LoveSouthside.com boasts a simple, easy to use design and is divided into nine sections: Annual Events, Arts and Entertainment, Civic Organizations, Day Trips, Education, Parks and Trails, Recreation, Spectator Sports, and Volunteering. Each section provides a listing of related opportunities in and around Danville and Pittsylvania County, with a phone number or a link to an external website. Each page of the website invites users to contribute to improving and updating the listings. The website also includes a blog, with an invitation to the community to become contributing authors.

LoveSouthside.com is the hub of the LoveSouthside campaign, which celebrates positive attributes of life in and around Danville and Pittsylvania County. The campaign also includes a Facebook page, brochures, promotional items, advertising, and outreach at local events, such as the River District Festival, Averett Homecoming, and Bright Leaf Brew Fest.

LoveSouthside is a project of Leadership Southside, a program of the Danville-Pittsylvania County Chamber of Commerce. The Leadership Southside XVIII class, comprised of 15 professionals from various backgrounds, was challenged to complete a community project. In response, the class developed the concept for LoveSouthside based on a perceived need to improve attitudes about life in our region.

Residents and visitors of the region are invited to visit LoveSouthside.com to discover why Southside Virginia is a wonderful place to live, work, and play!

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**About Leadership Southside XVIII**

Members of Leadership Southside XVIII are: Amber Adkins and Ellen Hargis of URW Credit Union; Kelsey Bartley of Nestle; Jim Bushong of Supply Resources; Laura Wyatt Daniel of Danville Community College; Kathy Emerson of the J.T. – Minnie Maud Charitable Trust; Kate Blair Farmer of the Danville-Pittsylvania County Chamber of Commerce; Craig Fulcher and Jamye Wright of Danville Regional Medical Center; Nate Lewis and David Parrish of the City of Danville; Lauren Mathena of Danville Orthopedic & Athletic Rehab; Jennifer Robinson and Marietta Sanford of Averett University; and Dana Ward Silicki of the Institute for Advanced Learning and Research.

**Publicity Contact**

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