



# THINK ORANGE VA

ORANGE COUNTY VA ECONOMIC DEVELOPMENT

## NEWS RELEASE

**For Immediate Release  
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### **ORANGE COUNTY ECONOMIC DEVELOPMENT LAUNCHES NEW CAMPAIGN “ORANGE COUNTY IS RETAIL READY” TO ENCOURAGE LOCAL SPENDING**

Orange County, VA - Orange County Economic Development, is launching a new campaign, “Orange County is Retail Ready,” to support consumer-facing businesses this holiday season. For the months of November and December, Orange County Economic Development, will be highlighting retail, service, restaurant, and other small businesses throughout the County. The campaign will occur mainly over social media and includes informative blogs and video footage from local businesses.

Rose Deal, Director of Economic Development says, “We recognize that consumers are receiving mixed and conflicting messages about safe behavior, which has created confusion, anxiety, and may have impacted willingness to shop locally this year. In response, our office will be launching a marketing campaign that will help customers feel safe shopping. We want our residents and visitors to know that Orange County is Retail Ready!”

Deal noted that “Our office is looking to make sure the small businesses of Orange County feel supported at this critical time of year.” Small businesses looking to be part of this campaign can fill out a form at this link: <https://forms.gle/PnVftG56mDiqAbhz7> or visit the campaign website at <https://www.thinkorangeva.com/living-here/orange-county-is-retail-ready>.

For more information regarding this event please contact the Orange County Economic Development Office at (540) 672-1238.

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