



THINK ORANGE VA
ORANGE COUNTY VA ECONOMIC DEVELOPMENT

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For more information contact:
Rose Deal
Economic Development Director
rdeal@orangecountyva.gov
(540) 672-1238

ORANGE COUNTY ECONOMIC DEVELOPMENT LAUNCHES “ENJOY ORANGE” CAMPAIGN

Orange County, VA – The Orange County Office of Economic Development is excited to announce the launch of the *Enjoy Orange* campaign. This shop local effort targets residents, building on Orange County’s previous high-quality campaigns encouraging non-residents to “Visit Orange” and businesses interested in opening, expanding, or relocating to “Think Orange.”

The campaign highlights Orange County’s unique small business community and encourages residents to shop, dine, and enjoy Orange County. With a wealth of vibrant new businesses and blossoming Main Streets, residents need not travel to enjoy high-quality shopping, dining, and more.

“From our tasty BBQ to our award-winning wineries, Orange has something right here at home for everyone. Your local purchases support vital public services, create local jobs, and help attract new entrepreneurs and skilled workers. So, before you travel outside of Orange for your next cup of coffee, meal, or special gift, I encourage you to *Enjoy Orange* first,” stated Rose Deal, Director of Economic Development. “Spending dollars locally has a major impact on Orange County compared to residents spending outside of the county.”

The campaign will consist of the new Enjoy Orange logo and a series of videos featuring local businesses discussing the importance of Orange County residents' support. Follow the campaign on Facebook and Instagram at @thinkorangeva, or <https://www.thinkorangeva.com/living-here/enjoy-orange>.

For more information regarding the *Enjoy Orange* Campaign please contact the Economic Development and Tourism Office at (540) 672-1238.



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