



## NEWS RELEASE

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### **DANVILLE PITTSYLVANIA CHAMBER OF COMMERCE UNVEILS DYNAMIC NEW BRAND IDENTITY**

[Danville, VA] – Today the Danville Pittsylvania Chamber of Commerce announces the launch of its new brand identity, unveiling a new logo and website that embody the vibrant spirit of optimism in the Danville Pittsylvania region.

The Chamber's new logo reflects a modern approach with a nod to the region's natural beauty but with a focus on a forward-looking vision. The sleek design and vibrant blue and green colors signify the Chamber's commitment to a modern mission that empowers businesses in Danville and Pittsylvania County.

"The unveiling of our new brand marks an exciting chapter for the Danville Pittsylvania Chamber of Commerce," said Anne Moore Sparks, president and CEO. "As we step into the future, this reimagined identity represents our renewed dedication to supporting local businesses, spurring economic growth, and creating a thriving environment for our business community."

The Chamber will roll out the updated graphic identity across its communication channels, including the website, social media platforms, and marketing materials. "This refreshed brand identity will resonate with our membership and reflect the vibrancy and energy of our business community," added Moore-Sparks.

*The Danville Pittsylvania Chamber of Commerce accelerates business growth by connecting its 575 member organizations and 22,000 member employees to dynamic resources and networks. The Chamber's primary goal is to help area businesses of all sizes grow and prosper.*

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