



For Immediate Release

### Chapel Hill Public Library Teams With Visitors Bureau on *Vitamin O* Photography Exhibit

**Chapel Hill, NC (April 25, 2017)** --- On May 3, from 5 p.m. to 7 p.m., the Chapel Hill Public Library, 100 Library Drive, in Chapel Hill, will host a reception to kick-off a photography exhibit displaying Orange County's most valuable possession: its people. The exhibit will be located on the lower level of the Library and will remain on display through June.

**Vitamin O**, is a series of photo essays the Visitors Bureau commissioned from local photographer, Alicia Stemper, on the people of Orange County. "Our inspiration developed from the knowledge that it's really the people of our area that make us a special place to visit. By showcasing individuals, we knew we could illustrate the personality of Orange County," said Laurie Paolicelli, Director of the Chapel Hill/Orange County Visitors Bureau.

Paolicelli said she wanted to make the connection between our local personalities and tourism. May 7-13, 2017 is National Travel and Tourism Week and this year's theme is "The Faces of Travel." "What better way to show why tourism is an annual \$184 million industry in Orange County than turning the spotlight on its people," said Paolicelli. "Vitamin O does that and we know locals and visitors will find the myriad of personalities inviting and surprising."

Vitamin O is a series of portraits along with short descriptions of the people who give Orange County its personality, the people who welcome our visitors. A joint project of Alicia Stemper and the Chapel Hill-Orange County Visitors Bureau, Vitamin O is designed to call attention to Orange County by telling the stories of the people who live, work, relocated or retired here. People like Allison Sturgill, herd manager at Chapel Hill Creamery.

Sturgill was walking a pair of oxen – "just massive" – in the Chapel Hill-Carrboro holiday parade when Photographer, Alicia Stemper, lying on the ground, pointed her camera *up* "and one of them licked its lips," she said. "It looked like it was smiling at me. "Who knew there were herd managers, let alone female herd managers, in Orange County?"

The Chapel Hill Public Library will exhibit 30 "Vitamin O" portraits, each consisting of several photographs and an intriguing write-up about each subject displayed on a, 20 by 24 inch, framed print.

The opening reception includes refreshments and an overview from Alicia Stemper. The public is invited to attend.

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