



FOR IMMEDIATE RELEASE

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**Charlottesville Albemarle Convention & Visitors Bureau Pausing Paid Social Advertising
On Facebook & Instagram In July**

CHARLOTTESVILLE, VA – The [Charlottesville Albemarle Convention & Visitors Bureau](#) (CACVB) is pausing its paid social media advertising efforts on Facebook and Instagram for the month of July. This action is consistent with other travel brands including the Virginia Tourism Corporation, the official tourism office for the state of Virginia.

Charlottesville and Albemarle County welcome visitors of all races, ethnicities, religions, sexual orientations and gender identities, and the CACVB's social media channels are strong platforms for telling the authentic stories of this destination. However, social media is not the only way to invite visitors to consider coming to this community and for the month of July, the CACVB is choosing other platforms by which to spend marketing funds.

“By participating in the concerted effort to stop hate, our organization is recognizing that our purchasing decisions can have an impact on visitors feeling welcome in our destination,” said Courtney Cacatian, Executive Director. “We want visitors to know our organization is proactively making decisions that support equity and inclusion.”

The CACVB continues to provide valuable and timely information for visitors and locals alike on its website, www.visitcharlottesville.org.

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About the Charlottesville Albemarle Convention & Visitors Bureau

The Charlottesville Albemarle Convention & Visitors Bureau (CACVB) welcomes thousands of visitors to the region each year from all over the world who are seeking a variety of unique experiences in history, food, wine, spirits and adventure. The CACVB serves as the global resource for marketing the tourism assets of the City of Charlottesville and County of

Albemarle, and assists tour operators, meeting planners, and other groups in planning visits to the destination. The CACVB's mission is to enhance the economic prosperity of the people of the City and County by promoting, selling and marketing the area as a destination, in pursuit of the meetings and tourism markets.