



**FOR IMMEDIATE RELEASE**

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**COMMUNITY-LED EFFORT DISCOVER BLACK CVILLE OFFICIALLY  
LAUNCHES ON SOCIAL MEDIA AND ONLINE**

**The launch marks the beginning of an ongoing effort to tell modern, historically accurate,  
and inclusive Black stories in Charlottesville & Albemarle County**

**CHARLOTTESVILLE, VA** – The [Charlottesville Albemarle Convention and Visitors Bureau](#) (CACVB) is excited to announce the official launch of Discover Black Cville on [Facebook](#), [Instagram](#), and [online](#). The launch comes after more than nine months of stakeholder meetings involving at least 50 community members discussing what experiences in Charlottesville and Albemarle County should be highlighted to attract visitors, while simultaneously uplifting local Black-owned businesses and attractions. Discover Black Cville marks the beginning of ongoing efforts to tell modern, historically accurate, and inclusive Black stories in Charlottesville and Albemarle County. These efforts will be guided by a steering committee of engaged community members highlighting the arts, outdoor recreation, local food and beverage, thriving culture, and strong community.

Discover Black Cville was created with the following goals in mind:

- To expose more people to a broader and more inclusive narrative about Charlottesville and Albemarle County.
- To attract more Black visitors to the destination.
- To support local Black-owned businesses.
- To change the view of Charlottesville in the national perspective while simultaneously working toward real change.
- To share Black culture through events and make existing events more inclusive.

“I’m humbled by the local support we have already seen from this initiative,” said Courtney Cacatian, Executive Director of the CACVB. “I want to extend my thanks to all the residents who took time during a pandemic to come together over Zoom to do this work. Discover Black Cville only exists because of their hard work and dedication. These efforts have a direct impact on local tourism, as we know that Black U.S. leisure travelers spent \$129.6 billion on domestic and international travel in 2019, according to a recent MMGY Global report. This important initiative helps to highlight the vibrancy of experiences available to all visitors in Charlottesville and Albemarle County.”

"We want to shine a light on what Black lives look like in Charlottesville & Albemarle County," said Scott Hamler, a collaborator with Discover Black Cville. "We have a robust culture full of great food, music, history, and events. This project is something greatly needed in our area and I'm so thankful to be a part of it."

Discover Black Cville is being shared locally today, but a major national rollout is planned for this summer.

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#### **About Discover Black Cville**

The mission of Discover Black Cville is to tell modern, historically accurate, and inclusive Black stories in Charlottesville and Albemarle County. Stories told by Black people instead of about Black people.

#### **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.