

NEWS RELEASE

**For Immediate Release
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**CENTRAL VIRGINIA SMALL BUSINESS DEVELOPMENT CENTER (CVSBDC) TO
PRESENT *CHOOSING THE RIGHT MEDIA BUSINESS WORKSHOP***

Orange County, VA – The Orange County Economic Development Office, in collaboration with the Central Virginia Small Business Development Center (CVSBDC), Orange County Chamber of Commerce, and Orange Downtown Alliance is hosting two (2) FREE business development opportunities. A workshop, *Choosing the Right Media*, and 1-1 Counseling Sessions will be offered at The Gordon Building located at 112 West Main Street, Lower Level, Orange, VA 22960 on June 20, 2018.

The *Choosing the Right Media* workshop is being offered from 5:00 p.m. to 7:00 p.m. and is targeted for those individuals interested in exploring what forms of media are best in small towns, including both paid and unpaid advertising. We will give you guidelines to use to select the media mix that works best for *your* business, *your* customers, *your* marketing goals, and *your* marketing budget.

In addition to the workshop being offered this day, FREE and confidential, 1-on-1 business counseling sessions are available from 10:00 a.m. – 3:00 p.m. for those seeking feedback and advice from an experienced business advisor. Counseling sessions are available by appointment only, so please call the CVSBDC at (434) 295-8198 to schedule your appointment on June 20th, or in Charlottesville any other date.

Although these events are FREE to all local businesses, space is limited. To ensure a seat at the workshop, businesses can pre-register online at <https://bit.ly/2wtpNdB> or by phone at (434) 295-8198.

For more information, please contact Rose Deal at the Orange County Economic Development Office at (540) 672-1238 or rdeal@orangecountyva.gov.

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