

PRESS RELEASE



Visit Wytheville

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Visit Wytheville's Shane Terry receives award

WYTHEVILLE, VA, October 19, 2023— At the 77th annual Wytheville-Wythe-Bland Chamber of Commerce Awards Dinner, Visit Wytheville's own Shane Terry, received the 2023 Tourism Achievement Award.

"Joining the Visit Wytheville team (Wytheville Convention & Visitors Bureau) in 2017, Shane brought a wealth of experience in local tourism as the long-time employee of one of the area's star attractions to the newly created role of Social Media & Marketing Projects Coordinator. A native of Wytheville, he also brought a great love and pride in the area with him to this role and an enthusiastic spirit in showcasing the Wytheville area to potential travelers from all over the United States and beyond. He was entrusted with job of taking the area's brand – Wytheville...There's Only One – and launching an expansive social media and public relations campaign. Shane has shown a dedication and creativity to his work that have helped take Wytheville's marketing to a new level, all with a willing spirit and excellent work ethic." said Visit Wytheville Director, Rosa Lee Jude

"Additionally, Terry spends a large portion of his personal time working with local non-profit organizations to assist with events and other activities throughout the year. These include: Wytheville-Wythe-Bland Chamber of Commerce, Downtown Wytheville Inc., Wythe Arts Council, and the Wythe-Bland Young Professionals, to name a few." added Jude.

"I was equally shocked and humbled to receive this award. The prestige of the award, in my opinion, is great as it's voted on by your tourism colleagues", said Terry. "It's an honor and a privilege to represent my hometown both domestically and internationally."

This award comes in addition to several others received during the Southwest Virginia Tourism Awards held in August. Terry played a key role in the production and execution

of each of the awarded initiatives which included Best Visitors Guide, Best Long Form Video, and Best Overall Destination Campaign.

Visit Wytheville is the tourism marketing organization for Wytheville, Virginia. Conveniently situated at the crossroads of Interstates 77 & 81, Wytheville (with-vil) has been welcoming travelers to Southwest Virginia with a blend of small-town charm, incredible Blue Ridge mountain views and Southern hospitality for hundreds of years. You can search the world over and not find another town named [Wytheville](#)... and that's just the beginning of the uniqueness. Wytheville... There's Only One!

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