



FOR IMMEDIATE RELEASE

CHARLOTTESVILLE STANDS WITH THE CITIZENS OF D.C. BY LAUNCHING “JOINED IN STRENGTH” SOLIDARITY CAMPAIGN

Public is invited to show solidarity against racism and hate by spreading messages of positivity and inclusiveness

Charlottesville, Va. (August 8, 2018) – The Charlottesville Albemarle Convention & Visitors Bureau (CACVB) today launched “[Joined in Strength](#),” a solidarity campaign timed for the upcoming one-year anniversary of the deadly white nationalists rally that disrupted the city.

After Charlottesville officials refused to allow the city to be used as a platform for hate again, the right-wing groups behind “Unite the Right” announced the move of their anniversary rally on August 12 to Washington, D.C.’s Lafayette Square across from the White House. Several groups are mobilizing a counterprotest in Freedom Plaza.

The Joined in Strength campaign encourages everyone to join the citizens of Washington, D.C., against the Unite the Right movement by downloading, donning and displaying messages of solidarity from <https://cvillestrength.com/>.

The site offers free downloadable and printable posters, stickers, T-shirt iron-ons and social media graphics that can be used to advocate against hate. Charlottesville is also bringing the campaign to life with special solidarity street banners and signage along the city’s downtown pedestrian mall, where the tragic events occurred last year. Full-page ads in The Washington Post and Charlottesville’s The Daily Progress will trumpet the cause.

The CACVB asks people nationwide to join the initiative by sharing photos of themselves locking hands with others on social media and adding #JoinedInStrength.

“Charlottesville and our citizens resoundingly reject the alt-right’s message of divisiveness,” says Adam Healey, Interim Executive Director at the CACVB. “After last summer’s horrific events, our community united in strength to demonstrate to the world that we won’t stand for hatred. We call for people everywhere to do the same and wholeheartedly support our fellow citizens in the nation’s capital as they prepare to stand tall against the face of evil.”

About the Charlottesville Albemarle Convention & Visitors Bureau (CACVB):

The CACVB serves as the global resource for tourism and hospitality marketing for Charlottesville and Albemarle County, Virginia, and assists tourists, tour operators, meeting planners, organizations, reunions and others planning visits to the destination, starting with www.visitcharlottesville.org.

Join the conversation using #CvilleStrength at Experience Charlottesville on Facebook, @VisitCville on Twitter, and @CharlottesvilleVA on Instagram and Vimeo.

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