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**FOR IMMEDIATE RELEASE**

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**Virginia's New River Valley Economic Development Alliance  
Celebrates 20<sup>th</sup> Anniversary**

Virginia's New River Valley Economic Development Alliance is pleased to announce that 2010 marks their 20<sup>th</sup> year serving the people, businesses, and industries in the region. The original date of incorporation for the organization was February 6<sup>th</sup>, 1990 and then President Hiawatha Nicely signed the paperwork to establish the legal name of Virginia's New River Valley Economic Development Alliance, Inc. on March 1<sup>st</sup>, 1990.

Per Article IV – Purpose of the Alliance, “the purpose of the Corporation is the development of the economy of the New River Valley by coordination and cooperation among the localities, development agencies, and organizations so as to heighten the effectiveness and efficiency of economic development activities, provide mutual assistance, idea exchange, and stimulate development through a diverse marketing program including but not limited to marketing outside of the region and otherwise promoting a strengthened economy.” That same purpose that existed 20 years ago remains the driving influence behind the Alliance and their daily activities today.

Mr. Ken Anderson, Vice Chairman of the Alliance said, “It is great to see how the organization has helped the communities of the New River Valley work more closely together for the benefit of the regional economy which in turns benefits each of the local communities. In my position with Anderson & Associates I am able to be a part of many organizations throughout the Roanoke and New River Valleys and the Alliance continues to impress me with what they are able to accomplish with the resources they have.”

Mr. Aric H. Bopp, Executive Director of the Alliance stated, “It is a great opportunity to be able to market and promote not only one of the best places in Virginia to live and conduct business, but one of the best places in the World.” He goes on to say, “the real challenge we face is getting the word out about the New River Valley as we have yet to become a household name but I can assure you that once people have visited and had the opportunity to see first hand what we have to offer they are very impressed.”

The Alliance is established as a 501c(6) that relies on both public and private contributions to fund their marketing and promotion efforts. For a complete list of current Alliance investors you can visit: [http://www.nrva.us/our\\_investors](http://www.nrva.us/our_investors) and/or if you would like to contribute to the organization you can go to: [www.nrvfuture.org](http://www.nrvfuture.org).

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