



## Media Release

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**Contact:** Ryan Weaks  
Director of Marketing & Communications  
434.845.5966 ext.14  
rweaks@LynchburgRegion.org

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### Lynchburg Regional Business Alliance leads formation of Regional COVID-19 Business Support Task Force

#### *Virtual Town Hall to be hosted March 25*

LYNCHBURG, Virginia – In our ongoing efforts to support the business community and provide useful resources during these tumultuous times, the Lynchburg Regional Business Alliance, with Lynchburg's Office of Economic Development and Tourism, has led the creation of a Regional COVID-19 Business Support Task Force. This regional task force will meet weekly to brainstorm ideas, curate resources, share information, and unify our efforts as the task force addresses business, employer, and governmental concerns.

The task force is made up of economic development representatives from the City of Lynchburg, Campbell County, Bedford County, Amherst County, Appomattox County, and the Towns of Altavista and Amherst. Other members of the task force are the Downtown Lynchburg Association, the Small Business Development Center (SBDC) of the Lynchburg region, and the Central Virginia Workforce Development Board.

The first action of the task force will be a virtual **Regional Town Hall at 1 p.m. on March 25**, featuring government leaders to answer questions regarding business support, contingencies, and resources during the COVID-19 pandemic. Megan Lucas, CEO and Chief Economic Development Officer of the Alliance will host Bonnie Svrcek, City Manager of Lynchburg, Dean Rodgers, County Administrator of Amherst County, Robert Hiss, County Administrator of Bedford County, Frank Rogers, County Administrator of Campbell County, and Mark Herring, Attorney General of the Commonwealth of Virginia.

This virtual gathering will discuss the latest information from each locality in the region regarding what is being done to support the business community, as well as local, state, and federal developments. This will be part of a weekly Wednesdays@One webinar series to engage with regional officials and discuss issues and our community response.

#### **Webinar Information**

Viewers can attend via this link: <https://zoom.us/j/887406585>

Webinar ID: 887 406 585

Or to listen by phone, dial one of the following numbers:

+1 646-558-8656

+1 312-626-6799

+1 669-900-9128

+1 253-215-8782

+1 301-715-8592

+1 346-248-7799

#### **New Centralized Coronavirus Information Hub**

Additionally, to support the community and provide information, the Alliance has created a centralized and concentrated hub for communicating information regarding COVID-19 on the Alliance [website](#). This hub will

disseminate the most accurate and timely information and is intended to be shared with local businesses, elected officials, and community partners.

The Lynchburg Regional Business Alliance hopes that the COVID-19 Business Support Taskforce will coordinate efforts across the region and provide vital resources to businesses in this difficult time.

### **ABOUT THE LYNCHBURG REGIONAL BUSINESS ALLIANCE**

The Lynchburg Regional Business Alliance is the Region's largest business association, and our government relations programming reflects the interests of our members. For nearly 750 businesses, professionals and organizations in the Lynchburg Region, our mission is to lead regional economic development through: Generating Jobs & Investment; Promoting the Region's Brand and Image Globally; Cultivating Talent; and Enhancing the Business Climate.

For more information and to learn more about the Lynchburg Regional Business Alliance, please visit [LynchburgRegion.org](http://LynchburgRegion.org).

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