



NEWS RELEASE

THE COMMUNITY FOUNDATION PREMIERS VIDEO AT APPRECIATION LUNCHEON

For release
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For more information,
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The Community Foundation of the Dan River Region premiered its new promotional video at its Appreciation Luncheon held Tuesday, November 18, 2008 at the Danville Golf Club. Nearly 200 supporters heard three guest speakers, including Marketing Committee Chairman Bonnie Cooper and video production coordinators Leonard Carter and Reed Dillon.

President Eddie Herndon told of the Foundation's impact during the past year. Donors established six new funds under the Foundation's umbrella for a total of 68 funds with total assets of \$17,292,572 as of June 30, 2008. Over \$1,840,000 was awarded this year alone through scholarships and grants. The Community Foundation has returned over \$7 million in grants and scholarships to the region in its 12 years of history.

Cooper described the development of the Marketing Committee several years ago to help potential donors understand the services available through the Community Foundation. She introduced Carter and Dillon as representatives of Carter Media in Roanoke, the company who produced the 5-minute video. The two producers described how they framed interviews with four Foundation supporters with various grant recipients to capture the full relationship.

Free copies of the 5-minute DVD are available at the Community Foundation office. The video is also available for viewing on the web site www.cfdr.org. The video was underwritten by a generous grant from the Danville Regional Foundation.

The Community Foundation's mission is to improve and enrich the lives of people in our community by encouraging the generosity of donors. Donors may establish their own endowment fund to support particular areas of interest or may make unrestricted gifts to any existing fund.

For more information, contact the Community Foundation at 541 Loyal Street, P.O. Box 1039, Danville, VA 24543, (434) 793-0884 or through their web site www.cfdr.org.