

FOR IMMEDIATE RELEASE

August 19, 2024

**CONVENTION & VISITORS BUREAU AND THE ARTS COUNCIL OF GREATER GREENSBORO
WORKING TO PROMOTE THE ARTS**

The CVB and Arts Council are collaborating to enhance promotion of Arts Events

GREENSBORO, NC – The Greensboro Area Convention and Visitors Bureau (GACVB) is collaborating with The Arts Council of Greater Greensboro (The ACGG) to enhance the promotion of arts in the area. This partnership aims to elevate the visibility of Greensboro’s arts scene and make it more accessible to both visitors and residents.

This is part of the GACVB’s goal of informing visitors about upcoming events. The GACVB recently launched a new community calendar on their website where visitors can learn about upcoming events and organizations can submit information about what’s happening.

Through this partnership, events submitted by artists and arts organizations to The ACGG’s Events Calendar will be automatically shared with the Convention and Visitors Bureau for potential inclusion in their calendar with a single entry. This will streamline the arts promotion and significantly increase art visibility in the community.

“The Arts are essential in Greensboro’s cultural tapestry,” says Greensboro Area Convention & Visitors Bureau President and CEO Henri Fourrier. “We are excited to support and promote additional cultural events within the Greensboro community.”

“Partnership is the glue that forges a stronger community,” explains Laura Way, President + CEO of The Arts Council of Greater Greensboro. “The ACGG’s Events Calendar is a vital part of how we uplift the arts and connect each community member with vibrant, creative events. We look forward to working with the GACVB with a shared goal of elevating the arts of our region”.

This initiative will help artists and arts organizations share information about their events more effectively.

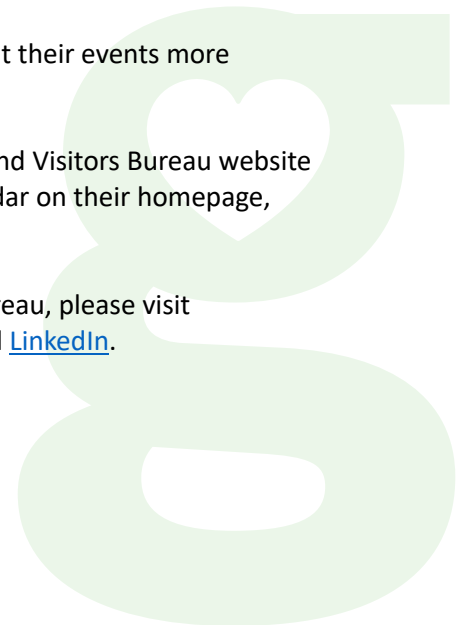
The GACVB welcomes everyone to submit their events on the Convention and Visitors Bureau website for consideration. Look for the “submit your event” button under the calendar on their homepage, www.VisitGreensboroNC.com.

For more information about the Greensboro Area Convention & Visitors Bureau, please visit www.VisitGreensboroNC.com and follow them on [Facebook](#), [Instagram](#), and [LinkedIn](#).

About the Greensboro Area Convention & Visitors Bureau

You’re Welcome.

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greensboro

NORTH CAROLINA

Convention & Visitors Bureau

The Greensboro Area Convention and Visitors Bureau is an independent, non-profit governmental authority whose mission is to aggressively market Greensboro's assets, maximizing economic impact while providing excellent visitor service.

About The Arts Council of Greater Greensboro (The ACGG)

The Arts Council of Greater Greensboro is dedicated to fostering creativity and enriching the cultural lives of all residents. The ACGG strives to support, promote, and elevate local arts and cultural organizations, making a lasting impact in the community.

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