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## NEWS RELEASE

### Media Contact

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### Laurie Paolicelli to Head Newly Created Orange County Community Relations Department

CHAPEL HILL, NC – (July 8, 2015) - Laurie Paolicelli has been named Director for Orange County's Community Relations & Tourism Department, a new initiative introduced by Orange County, NC as part of the 2015-2016 budget. The Community Relations department merges two Orange County departments: the Chapel Hill/Orange County Visitors Bureau and the Orange County Public Affairs department, under the direction of the County Manager Bonnie Hammersley.

Included in the plan is increased outreach to citizens through traditional media, social media, and a new telephone line, staffed by a resource specialist that will give residents an opportunity for additional help. New programming will build greater awareness of Orange County's meeting dates, public hearings, outcomes, key initiatives and programs. In addition to Community Relations, Paolicelli will continue to oversee the Visitors Bureau, which is branded as "Visit Chapel Hill/Orange County." Her office will remain at the Visitors Center in Chapel Hill with a second office in Hillsborough.

Laurie Paolicelli joined Orange County in 2005, as Executive Director for the Orange County Visitors Bureau. Paolicelli spent twenty years in Visitors Bureaus in Texas and California. She is a graduate of the University of Wisconsin at Superior with a Bachelor of Science in Corporate Communications and Business. Paolicelli is currently enrolled in a Technology and Communications program of study at UNC Chapel Hill Journalism and Mass Communications School. She resides in Chapel Hill, NC.

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Laurie Paolicelli

**Submitted by**

**Patty Griffin**

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Email if would like separate jpg of photo of Laurie Paolicelli