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**PRESS RELEASE – FOR IMMEDIATE RELEASE**

**City of Eden Announces ‘Eden Loves the Dan’ Campaign to Highlight Eden’s Natural Resources, Quality of Life and Heritage.**

**Eden, NC – December 3, 2014** – The City of Eden has launched the ‘Eden Loves the Dan’ campaign to highlight the area’s unique features and encourage tourism and economic development of the area.

The Eden area has a rich history of contributions to North Carolina including a once thriving textile industry supported by the abundant natural resources of the Dan and Smith Rivers. In recent years, the city has promoted its natural resource for recreation, water sports and further economic development.

“Eden is blessed with two beautiful rivers traversing its borders,” says Mike Dougherty, Director of Economic Development. “We are actively positioning Eden for the future by showcasing the water resources we have for businesses, recreation and tourism.”

The first phase of the campaign has rolled out through social media sites on [Facebook](https://www.facebook.com/edenlovesthedan), [Twitter](https://twitter.com/edenlovesthedan), [Pinterest](https://www.pinterest.com/edenlovesthedan), [Instagram](https://www.instagram.com/edenlovesthedan) and [You Tube](https://www.youtube.com/user/edenlovesthedan). The second phase in early 2015 will include a new website and several other creative projects. “We wanted to tell a visual story about Eden and the Dan River and what it means to us,” says Dougherty.

**About Eden, North Carolina**

Eden is the perfect combination of a small town nestled in the big outdoors. It is home to a variety of businesses and industries, natural resources, affordable lifestyle, and an expansive outdoor life. Its small-town charm and big-city innovation was recognized with an All-American City Award in 2011. The City of Eden works to continuously improve

the quality of life for its residents and business owners, and the visitor experience for people exploring the city. Learn more about the Eden at [www.exploredenncc.com](http://www.exploredenncc.com).

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