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Downtown Visitor's Guide Released

Rocky Mount, N.C. – A new downtown Rocky Mount visitor's guide has been released. The guide contains details about the Imperial Centre for the Arts and Sciences and 13 downtown dining establishments.

One goal in creating the guide was to provide information to guests who visit the Rocky Mount Event Center. The guide was initially distributed last weekend during the CHEERSPORT Sweetheart Rocky Mount Classic. The competition, which included 80 cheerleading teams, marked the sixth major tournament that has been held this year at the Rocky Mount Event Center.

“The Rocky Mount Event Center is bringing thousands of guests to our community, and we want to make sure these visitors are informed about the city's vibrant downtown,” Interim City Manager Peter Varney said. “This guide is a first step in that effort.”

As part of an increased marketing campaign, the city of Rocky Mount also is creating a downtown Facebook page and Instagram page. These pages will include the visitor's guide and frequent posts about downtown businesses and happenings.

The visitor's guide also can be found on the city's downtown website at

<https://downtownrockymount.com/wp-content/uploads/2022/02/DowntownVisitorsGuide.pdf>.

About Rocky Mount

The city of Rocky Mount, located in the Coastal Plains of North Carolina, was incorporated in 1867 and lies in Edgecombe and Nash Counties. Rocky Mount is a two-time All-America City on the Tar River. Serving as the Gateway to Eastern North Carolina, the city's 875 employees serve approximately 58,000 residents daily.

The city's mission is to advance community well-being, safety and quality of life by delivering excellent public services and actively collaborating with the community toward a fulfilling and inspired future for its citizens. As a publicly owned utility, the city of Rocky Mount is committed to safe, reliable service for its customers and operates in Nash and Edgecombe counties, providing

customers with electricity, natural gas, water, wastewater (sewer), refuse, recycling and/or stormwater services. To learn more, visit www.rockymountnc.gov for news and updates.

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