



## NEWS RELEASE

For Immediate Release:

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### **Visitors Center Joins 2<sup>nd</sup> Friday ArtWalk June 10: Spotlight on Orange County Residents**

Chapel Hill, NC (May 27, 2016)-- For the last year, the Orange County Visitors Bureau and photographer/writer Alicia Stemper have been dispensing doses of Vitamin O. This photo/essay project highlights Orange County's most amazing resource – its people. Each dose of Vitamin O was formulated by combining an interview, a photo session and an interaction with Alicia's random question box.

The series is featured on the County web page and on social media platforms. “After seeing the success of the project, we decided to create a print exhibit to help more people get their dose of Vitamin O,” said Laurie Paolicelli, Director of Orange County Community Relations and Tourism. The project's opening exhibit will be June 10<sup>th</sup> as part of the Chapel Hill Downtown Partnership's popular 2<sup>nd</sup> Friday ArtWalk.

“The Vitamin O series has taken on a life of its own,” said Stemper. “The question box has been particularly interesting, functioning as a strange cross between the Magic 8 ball and a Ouija board.”

These are just some of the 20 doses featured in the print exhibit:

- A food truck manager who compares his vehicle to a yacht.
- Farmers growing art.
- A small woman managing large oxen.
- A 17 year old business owner.
- A woman with a recycled tombstone in her yard.

“We worked hard to showcase the splendor and diversity of our county, hoping that by introducing people to the many personalities that live, work, and play here, we actually depict the personality of our county as a whole,” said Stemper. “The Visitors Bureau frequently says the best way to get to know an area is to get to know its people; I hope Vitamin O proves this point in a creative way people can really enjoy.”

The Vitamin O exhibit will hang throughout June at the Visitors Bureau at 501 W Franklin Street in Chapel Hill. The opening reception is from 6 – 9 pm on June 10<sup>th</sup>. It will then travel to other venues throughout the county, including the Orange County Public Library in Hillsborough this fall.

There is free parking behind the Visitors Bureau. Wine and refreshments will be served.

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Photo - Teenager Elijah “Eli” Belz has owned Hillsborough Bike Shop with his father for two years - credit Alicia Stemper.