

FOR IMMEDIATE RELEASE

**ROXBORO UPTOWN DEVELOPMENT CORPORATION
CHANGES NAME TO ROXBORO DEVELOPMENT GROUP**

*New logo introduced, but the mission of the non-profit economic
Development organization to remain the same with additional
emphasis on physical development projects*

Roxboro – August 5, 2008

Roxboro Uptown Development Corporation (RUDC) announced today that effective August 1, 2008 the organization is to be known as Roxboro Development Group (RDG). This change was approved 4 months ago by the RUDC board of directors and recently received approval from the North Carolina Secretary of State's office.

The mission of the Roxboro Development Group will remain the same as that of the former Roxboro Uptown Development Corporation, with additional emphasis on development projects that benefit Roxboro and Person County. The group has been making an effort in recent years to broaden the pool of volunteer board members to include individuals who do not necessarily have a direct interest in the uptown area, but understand the value and benefits to the community of a vital and lively uptown.

Roxboro Development Group will continue to pursue management of the Main Street Pavilion at Merritt Commons, sponsoring events like Alive After Five and the Clash of the Carts, and re-development of the former Desert Sand building as well as the many other economic development projects currently being carried out by RUDC and its all-volunteer board.

Since successfully developing the Main Street Pavilion at Merritt Commons, the RDG board of directors has expressed an interest in providing more tangible benefits to the community through physical development projects. The board has also continued to express a desire for the group to seek private sources of financing to complement its public funding while also providing additional entertainment and quality of life choices for the citizens of Roxboro and Person County.

Commenting on the change, Executive Director Steve Joyner said, "The name change really just acknowledges the work this group of volunteers is doing to impact the entire community in a positive way, not just the uptown area. Our group and our mission is often misunderstood by those who would see us as a special interest group, when in fact we have the interests of the community at

heart. Hopefully our name change will better represent our mission and our goals for the community, and will contribute to a better understanding of our role in city and county economic development efforts.”

About Roxboro Development Group

The Roxboro Development Group (RDG) is a nonprofit organization comprised of volunteers who are interested in improving the Roxboro and Person County community. The mission of the RDG is to plan and implement the continued revitalization of Roxboro by encouraging community involvement and providing an organizational framework in which ideas will evolve into practical solutions for Roxboro’s future by using the North Carolina Main Street four-point approach as a guide. The web site is www.HistoricRoxboro.com.

A Sample of Current Projects

Desert Sand re-development project
Conduct a market analysis for uptown Roxboro
Alive After Five events
Evaluate façade grant projects
Improve the look of uptown (e.g. new trash cans, pressure wash side walks, etc)
Input on Christmas decorations project
Clash of the Carts soap box derby
Manage Main Street Pavilion at Merritt Commons
Participate in July 4th parade and event planning
Sponsor economic development information meetings
Wayfinding and signage improvements for the city
Install art projects around the city
Market properties for lease or redevelopment

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New logo for Roxboro Development Group:

