



THE HOTEL ROANOKE & CONFERENCE CENTER

FOR IMMEDIATE RELEASE

Contact:

Michael Quonce
The Hotel Roanoke & Conference Center
540-853-8267
mquonce@hotelroanoke.com

FASHIONS FOR EVERGREENS CANCELLATION MEDIA STATEMENT

The Hotel Roanoke & Conference Center has announced that the 2020 Fashions for Evergreens event has been canceled citing rising concerns with COVID-19. After much discussion with our ownership, city officials, health officials and following growing concerns and rising cases with COVID-19, we know it is the right decision based on the information we have today.

The Hotel's priority is the health and safety of guests, staff, vendors and the community. Following increased concerns and rising cases with COVID-19, we felt this was the best way to proceed during such an unprecedented situation. The Hotel Roanoke & Conference Center is disappointed that we are unable to hold this event for our guests and visitors.

The annual Fashions for Evergreens event attracts tens of thousands of visitors every year to celebrate the creative designs of local organizations. For the past 10 years, the Fashions for Evergreens event has raised more than \$60,000 benefiting the United Way of Roanoke Valley through local and regional organizations in the Roanoke Valley.

While the hotel will not be having the Fashions for Evergreens celebration, there will be opportunities and events for friends and family to visit in a safe and controlled environment to create holiday memories.