



MEDIA RELEASE

Davis Chamber of Commerce Announces Major Changes to Annual Celebrate Davis Event.

For more information, contact **Director of Events and Marketing** Holly Claus at (330) 224-2894 or hclaus@davischamber.com. Please visit our website at www.davischamber.com.

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Davis, CA – The Davis Chamber of Commerce announced today that its annual Celebrate Davis event will be held virtually and renamed Celebrate Davis “Support Local Roadshow” and is to take place throughout the fall.

Initially, the Chamber planned on holding the event at Community Park as a live event with attendees. However, due to the rise in COVID cases, hospitalization rates and hospital beds filling rather quickly, the Chamber decided to proactively modify the event and hold it virtually and re-envision “Celebrate Davis”. Historically, the Chamber sees over 10,000 Yolo County residents visit the outdoor event.

“The entire community looks forward to the Chamber’s Celebrate Davis event. It really has something for everyone; great food, live entertainment, bounce houses for the kids and a fantastic firework show to cap off the day” said Cory Koehler, the Chamber’s Executive Director. “However, given the current situation, we think the responsible and prudent thing to do is to hold the event virtually.”

The new Celebrate Davis “Support Local Roadshow” will include marketing in local and county media and UC Davis avenues. Those looking to sponsor and/or take part in the months-long event can contact Holly Claus. The Chamber continues to work out the details and will provide additional information to the community.

The Chamber would like to thank all sponsors who are supporting us through this change, especially its title sponsor, Nugget Markets.

Celebrate Davis is the Chamber’s largest revenue generator for the nonprofit organization that relies solely on the private contributions of the business community and other stakeholders. Koehler admits the move to a virtual event may have a negative financial impact on the Chamber, but he hopes the community will embrace the format and show its support.

Formed in 1905, the Davis Chamber of Commerce is a membership organization with over 500 members whose mission is to promote, support, and advocate for the general economic vitality of our membership and the quality of life for our community.