

THE KEYS TO ROANOKE

Roanoke has let me make a good living as an artist. Anyplace that can support full-time artists, that's a great sign for its cultural health. The citizens of Roanoke really are art connoisseurs, and they appreciate what you're doing.

Local artist and Roanoke native
ERIC FITZPATRICK



This isn't a transient community. It's a place to put down roots and establish lifelong friendships. The people you meet here are genuine . . . how we live, work, and play is real.

PETE ESHELMAN, *director of outdoor recreation branding, Roanoke Regional Partnership*

When people think of Roanoke, they don't normally think of diversity. You need to bring it to the surface.

Which is exactly what PEARL FU, Roanoke's official Ambassador of Goodwill, has done. Read more about May's Local Colors festival on p. 67.

Here in Roanoke, we want interesting people doing interesting things.

ED WALKER, *downtown developer*



THAT'S WHAT DREW ME TO ROANOKE, ITS DOWNTOWN. THERE'S A GREAT VIBE DOWNTOWN, AN INCREDIBLE VIBE ... IT'S SUCH A SUPPORTIVE COMMUNITY, AND SO MUCH IS HAPPENING HERE.

LAURA GODFREY, *founder and CEO, Claire V. handbag company, on moving her business to Roanoke from Boston. Stop by her store on Market Street.*

Roanoke's sense of community and thriving creative culture creates opportunity unlike anywhere else I've experienced.

KATHERINE WALKER, *founding director, Batten Leadership Institute, Hollins University*



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