

VIRGINIA LOCAL NEWS — PROJECT —

NEWS RELEASE

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CONTACT: Betsy Edwards
Office: 804-521-7584
Mobile: 804-402-9944
betsye@vpa.net

VIRGINIA PRESS FOUNDATION REBRANDS AS VIRGINIA LOCAL NEWS PROJECT TO SUPPORT LOCAL NEWS STATEWIDE

RICHMOND, VA – The Virginia Press Foundation, the nonprofit arm of the Virginia Press Association, has officially rebranded as the Virginia Local News Project (VLNP). The new name, chosen to better reflect the organization's purpose and provide clarity of mission, is reinforced by a new vision: to sustain, support, and grow local news in every Virginia community.

"Local journalism is the backbone of informed communities," said Anne Adams, president of the Virginia Local News Project board. "As the media landscape shifts, we are committed to ensuring Virginia's newsrooms have the digital strategies, resources, and support they need to reach audiences and sustain local reporting."

VLNP will continue its role as the nonprofit arm of the Virginia Press Association, leveraging over 140 years of industry expertise to help news organizations transition to and sustain digital-first models. Through innovative programs such as the Digital Accelerator Program, VLNP provides newsrooms with the tools, training, and mentorship needed to expand their reach, improve audience engagement, and build long-term sustainability. In addition to supporting existing newsrooms, VLNP is committed to cultivating the next generation of journalists through partnerships with universities and professional development programs, ensuring the future of local journalism in Virginia remains strong.

A Call to Action for Virginia's Newsrooms and Communities

With this rebrand, VLNP is focusing its vision on strengthening local newsrooms, deepening audience connections, and creating scalable models for sustainable journalism. VLNP is actively seeking

collaborations with newsrooms, community organizations, and funders to ensure every Virginian has access to high-quality local news.

"This is more than a name change--it's a renewed commitment to the future of local news in Virginia," said Betsy Edwards, Executive Director of the Virginia Local News Project and the Virginia Press Association. "Through VLNP, we will create stronger, more connected media to keep communities informed and engaged."

VLNP has earned the Candid Platinum Seal of Transparency, the highest level of recognition from Candid (formerly GuideStar), demonstrating its commitment to financial integrity, impact measurement, and accountability. This designation signals to funders, partners, and the public that VLNP operates with the highest level of openness and credibility in its mission to sustain local journalism.

Learn more at <https://virginalocalnewsproject.org>.

About VLNP/Digital Accelerator Program

The Virginia Local News Project (VLNP) is the 501c3 nonprofit arm of the Virginia Press Association and is dedicated to strengthening and sustaining local news statewide. VLNP's Digital Accelerator Program helps newsrooms strengthen their digital presence, improve audience engagement, and build long-term sustainability. The program provides the tools and resources local news organizations need to adapt and thrive in a changing media landscape. <https://virginalocalnewsproject.org>.

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