



**NEWS RELEASE
FOR IMMEDIATE RELEASE**

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PURCELLVILLE MAKES DISABILITY INCLUSION A PRIORITY

Charlottesville-based start-up partners with the Town of Purcellville to improve mobility access and disability etiquette.

PURCELLVILLE, Va. August 10, 2021 —Diversity, Equity, and Inclusion (DEI) has been on the forefront of everyone’s minds for a while now, however the disabled community (individuals with differing abilities) has often been left out of most, if not many, DEI conversations. The Town of Purcellville is committed to not make this mistake.

On Tuesday, July 13th, during the Purcellville Town Council Meeting, the Council voted in favor of moving forward with a partnership with VisitAble. VisitAble is a start-up based in Charlottesville that is helping make disability inclusion champions out of both public and private organizations.

As a first step of this partnership, VisitAble is planning on training Purcellville staff members on disability etiquette, as well as conducting mobility accessibility reviews on five Purcellville facilities: Fireman’s Field Park, Bush Tabernacle, Town Hall, Train Station, and Haske Field. Evaluations following the reviews will be delivered to Purcellville senior leadership to help inform areas of opportunity.

Here’s what Kwasi Fraser, Mayor of Purcellville has to say about this partnership: “I see significant value in the VisitAble solution in that it enables our town to increase its accessibility to mobility challenged residents and guests. Purcellville is an inviting and welcoming place. We look forward to this partnership with VisitAble.”

About VisitAble:

VisitAble is a start-up founded on the mission of improving accessibility and inclusion for those individuals that have differing disabilities from the general population. Through the company’s Training Certification process, VisitAble offers consulting on practical mobility access for public-facing locations and provides disability etiquette training that helps employees to provide a better and more inclusive experience to customers and visitors with disabilities. VisitAble is also committed to advancing activism for disability rights, and promoting awareness about many of the issues and barriers perpetuated by our society. For more information, please visit www.visitable.org.

The Town of Purcellville, Virginia

“Purcellville-your small Town, where history and progress intersect and people prosper,” is an award-winning town of over 10,000 residents located in Loudoun County, approximately 50 miles west of Washington, DC. Having received the prestigious Siemens Sustainability Award for Small Communities, Purcellville continues to be honored for its green initiatives with most recently being the Tree City USA recipient for the 13th year. The Town was reaffirmed as a AAA rated community by S&P Global Ratings, the highest credit rating possible, and is ranked “Safest City” in Virginia in 2020. Once a stop along the W&OD rail line, which has been converted to a multi-use trail from Alexandria, VA to Purcellville, the Town has maintained its historic old-town feel through the restoration and maintenance of its many downtown structures, reflecting the Victorian architecture popular during the early 1900s. Today, Purcellville is the economic hub of western Loudoun County and a popular weekend destination for antiquing, equestrian activities, farmer’s markets, wineries, breweries, distilleries and restaurants. More info at www.purcellvilleva.gov.

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