



FOR IMMEDIATE RELEASE

Contact: Cindy Mackey, 754-4553, cindymackey@cox.net

Elizabeth River Trail Foundation Names Cheryl White as Executive Director

NORFOLK, Va. (May 2018) The Elizabeth River Trail Foundation is pleased to announce that Cheryl White has been named the executive director. She will lead the organization and oversee administration, finance, marketing, fundraising and master planning.

White is a Hampton Roads native. She graduated from Old Dominion University with a bachelor of arts degree in art history and a master's degree in humanities. Her master's thesis included the successful nomination of the Norfolk Botanical Garden to the National Register of Historic Places. White has impacted the region's most prominent art institutions including the Baron and Ellin Gordon Art Galleries, Suffolk Art Gallery, Chrysler Museum of Art and most recently, Glass Wheel Studio. An ardent supporter of historic preservation and public art, White currently chairs the Public Art Committee for the NEON Arts District.

"The ERT is a transformational amenity for our region," said White. "I'm thrilled to be part of this organization and look forward to working with the board and our community partners on this project that benefits so many residents and visitors to Hampton Roads."

"We are thrilled to have an executive director in place to fulfill the vision of the Foundation," said Charles McPhillips, ERT Foundation chairman. "We are extremely grateful to Beth Weisbrod who served as interim director to help with the recruiting process in addition to successfully launching our \$4 million capital campaign."

Capital campaign funds will be used to improve and create amenities along the entire trail. These include trailheads, shelters, fitness equipment and kayak launches. Additionally, plans call for improved parking, public art, landscaping, historic interpretation, bike repair stations, charging stations and lighting. These plans will not only maximize accessibility, but will ensure that the trail experience is safe, educational and unforgettable for people of all ages, interests and abilities.

The Friends of the Elizabeth River Trail Foundation's mission is to promote, enhance and transform the Elizabeth River Trail into the most iconic riverfront trail in the country. The ERT runs 10.5 miles and connects businesses, historic attractions and 28 neighborhoods within a five-minute walk. The multi-use trail is designed for walking, running and biking. It comprises 11 sections and 11 trailheads from Norfolk State University to NIT Terminals along the Elizabeth River. Highlights include Harbor Park, Downtown Norfolk, Freemason Historic District, Sentara campus, Fort Norfolk, Chelsea, West Ghent, Lambert's Point, Old Dominion University, Larchmont and Lochhaven. For more information, visit www.elizabethrivertrail.com.