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The North Carolina Seafood Festival Announces New Executive Director

MOREHEAD CITY, NC (March 16, 2022) – The North Carolina Seafood Festival is pleased to announce the appointment of Virginia Yopp as its next Executive Director effective March 14, 2022. Yopp succeeds Stephanie McIntyre who stepped down as Executive Director effective February 15, 2022 following more than two decades at the helm.

Dr. Ken Riley, chairperson for the Festival shared, “This position requires an extraordinary individual to lead the organization and continue implementation of our vision to celebrate a rich heritage in seafood, working waterfronts, and community engagement. We hope everyone is as excited as we are about the future of the North Carolina Seafood Festival!”

Yopp has over 25 years of experience in both the corporate and not-profit arenas working primarily in corporate and individual philanthropy, public relations, government affairs, marketing, strategic planning, volunteer development and event planning. In addition, she has served on many non-profit boards and committees in the Raleigh community, most notably as a past president of the Junior League of Raleigh and co-chair of the 2013 NC Governor’s Inaugural Ball. She has a proven ability to contribute to organizational growth through effective management and leadership skills. Yopp was recognized by Triangle Business Journal as a 2012 *40 under 40 award* recipient.

“I am honored to have the opportunity to work with the North Carolina Seafood Festival Board of Directors and its community partners to carry on the great tradition of this Festival,” said Yopp. “I look forward to being a part of the effort to bring the Festival to the next level.”

Yopp and her family have had a home in Beaufort for more than 30 years and are excited to make “America’s Coolest Small Town” their primary residence.

About The North Carolina Seafood Festival

In its 36th year, The North Carolina Seafood Festival is a non-profit organization of Carteret County citizens and business people, in conjunction with the town of Morehead City, N.C.

Recognizing the importance of seafood to eastern North Carolina, The North Carolina Seafood Festival is organized to develop and conduct a festival every year, the first weekend in October, to: promote the positive social and economic impact of the seafood industry on the citizens of North Carolina; educate the public about seafood and its importance to the state economy; publicize the wide variety of local seafood

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indigenous to North Carolina and provide the opportunity for people to enjoy it; and boost tourism and recreation in eastern North Carolina in the non-summer months. The North Carolina Seafood Festival supports charitable giving providing exceptional fundraising opportunities for local organizations and schools. Our non-profit organization has raised over \$1.8 million for charities.

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