



News Release FOR IMMEDIATE RELEASE

Media Contact:

Caron Sjoberg, APR, CPRC
Ideawörks
(850) 434-9095 • carons@ideaworks.co

Ride Society's Campbell joins DIB

PENSACOLA, Fla. (Oct. 6, 2021) – A New York media producer turned Downtown Pensacola business owner is joining the Downtown Improvement Board.

Claire Campbell has been appointed by Pensacola Mayor Grover C. Robinson, IV, to serve on the five-member body which seeks to foster growth in a 44-block district in the heart of downtown.

Campbell is the founder and owner of Ride Society, the region's premiere indoor cycle studio. A native of Pensacola, Campbell spent a decade in New York in marketing before opening the Palafox space in 2018.

"We are very excited to have Claire join our team," said Wilson Walker, executive director of the DIB. "Her perspective as both a business owner and communicator will bring a unique and valuable perspective to everything the DIB does." Campbell's first meeting as a board member was September 28.

In addition to serving on the DIB, Campbell is also a member of the Board of Trustees of the Pensacola Little Theatre and Pensacola Cultural Center.

The DIB is dedicated to improving the district's quality-of-life and economic success by creating a cleaner, safer and more enjoyable environment.

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