



PRESS RELEASE

Franklin County Announces New Additions to County Staff

Kevin Tosh will serve as Director of Tourism and Marketing and
Madherleyn Torres will serve as Clerk to the Board of Supervisors

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Franklin County, Virginia – Franklin County, Virginia has announced the hiring of Kevin Tosh as Director of Tourism and Marketing and Madherleyn Torres as Clerk to the Board of Supervisors. Both will begin their new positions on June 6th.

Tosh, a life-long Franklin County resident and graduate of Franklin County High School, will lead Franklin County’s Tourism Department and will assist in furthering the county’s placemaking and branding efforts. He holds a Bachelor of Arts degree in Communications with a Minor in Appalachian Studies from Virginia Tech. Kevin has served the Franklin County community for the last 13 years with Cable 12, a local origination station focused on promoting Franklin County.

“In many ways, Kevin has become the face of the community over the last few years as the host of Cable 12’s Rise and Shine program as well as announcing Ferrum football games and Franklin County High School football, basketball, baseball, and softball games,” expressed Christopher Whitlow, County Administrator. “Kevin’s technology skills in videography, digital media, and content creation, as well as his public information broadcasting work, will be a tremendous complement to our team,” added Whitlow.

“I am excited for the opportunity to tell the story of Franklin County. From the rich history to the natural beauty, Franklin County is truly the epitome of a “Natural Setting for Opportunity”. I look forward to working with the residents and businesses of this great county to provide a better quality of life and a world class destination for visitors,” expressed Tosh. “As a community, we can strive to make Franklin County the best place to live, work, and play,” added Tosh.

Torres will serve as Clerk to the Board of Supervisors. She previously served in the County Administration office from 2013 to 2018 as an administrative assistant specializing in constituent relations and tourism. Torres is currently working in the Franklin County Commissioner of the Revenue's office as a deputy clerk.

"During her time in the County Administration office, Madherleyn worked daily to assist the public, board members, and other county departments on a wide variety of questions and issues as well as functioning as an integral part of the county's tourism team," said County Administrator Whitlow. "We are excited for her to bring her in-depth knowledge of County operations, strong interpersonal skills, and technological savvy to the role of Clerk to the Board," added Whitlow.

"I am excited and honored to receive this appointment and rejoin the County Administration team. I look forward to serving as a liaison between the Board of Supervisors, county staff, and the citizens of Franklin County to make our community a great place for future generations," said Torres.

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