

FOR IMMEDIATE RELEASE:

CITY OF LYNCHBURG WITH THE COUNTIES OF AMHERST, APPOMATTOX AND CAMPBELL NAME THEIR ARTISAN TRAIL



Contacts:

- **Lynchburg Tourism: Krista Boothby | krista.boothby@lynchburgva.gov | 434-485-7269**
- **ACV: Sarah Muse | media@artisanscenterofvirginia.org | 540-886-1684**

Lynchburg, Virginia: The Artisans Center of Virginia (ACV) in partnership with community members in the Trail's region celebrate the naming of the newest artisan trail in the Virginia Artisan Trail Network system:

**City Streets & Country Roads Artisan Trail
Weaving Creative Adventures through the City of Lynchburg
& Counties of Amherst, Appomattox and Campbell**

What is in a name? A name can say so much! After five months of community meetings, lunch & learns, and an exciting amount of creative input and consideration by key stakeholders and the Trail's management team, consensus has led to the branding of the region's artisan trail.

"Our office has long understood the value of the creative sector to the health and viability of our community", said Marjette Upshur, Director to the Office of Economic Development & Tourism for the City of Lynchburg. "The City of Lynchburg's city streets partner well with the country roads of our neighboring county partners and looks forward to promoting the region's creative community to increase our collective tourism profile for the benefit of all."

Although registration in the program is year-round, **those who wish to be included in the Trail's printed launch brochure/map must register by July 31, 2018.**

About the Trail. The Artisan Trail Network identifies and markets each region's unique culture and artisan traditions, focusing on "handcrafted and locally grown." The program is an important economic development and tourism initiative. Connecting and showcasing local businesses and points of interest as a singular, cohesive visitor destination generates increased visibility for the region and encourages extended stays by visitors.

WHY VISIT THE CITY STREETS AND COUNTRY ROADS ARTISAN TRAIL?

"City Streets & Country Roads Artisan Trail provides a unique opportunity for visitors to experience the history, culture and explore local talent of our area artisans, eateries, lodging and cultural points of interest. This is a most valuable tool to gain exposure and provide marketing support for trail participants." Said Sarah M. Johnson, Economic Development Specialist for Campbell County.

LOCAL BUSINESSES – WHY ENROLL ON THE TRAIL?

Enroll to be part of the City Streets & Country Roads Artisan Trail and receive a unique profile page on the Artisan Trail Network website, CityStreetsandCountryRoads.org. The page includes your business description, photos, hours of operation, address, event calendar, and social marketing integrations for event and activity promotions. Each Trail site will also be marked on the community's interactive online Trail map and featured in the inaugural printed map/brochure which will be distributed via Virginia Welcome Centers statewide.

“The City Streets & Country Roads Artisan Trail gives the local artisans in Appomattox the opportunity to showcase their unique handmade products and gives them the additional resources they need to help market and grow their business.” Said Anne Dixon, Director, Appomattox County Parks, Recreation & Tourism.

Join the many local small businesses, including breweries and wineries, farmers markets and farms to visit, art studios and galleries, and unique restaurants and accommodations who have already joined the program.

“As an artist, I do a lot of commission work and need to generate new clients. The City Streets & Country Roads Artisan Trail offers me the opportunity to reach a statewide audience to visit my studio with the brochure and website exposure” said Kelly Mattox, Lynchburg artist and City Streets & Country Roads Artisan Trail Management Team member. *“Our Trail represents the artistic diversity of our region, plus local historic, cultural and art venues and is a great marketing tool for such a reasonable price.”*

The Artisan Trail Network website with its online Trail map has substantive online positioning and traffic, making it easy for visitors to personalize and maximize their travels by finding and saving local attractions, shopping, dining, lodging, and points of interest to their personal journey of discovery. Becoming a Trail participant helps your business be found!

Join the Trail now and enjoy the benefits of early enrollment! The clock on your annual enrollment dues doesn't start ticking until the official Trail celebration when we release the printed map/brochure. Until then, your exposure via the online member benefits is essentially free ... an added value of time!

WHO CAN JOIN?

In addition to artisan studios, galleries, and agricultural artisan businesses, supporting sites such as locally-owned lodging and restaurants, festivals and cultural points of interest are all welcome to become Trail participants.

LEARN MORE!

Join us to learn more and enroll as a Trail site. This will be our final public gathering before we must cut off enrollment so that we can begin to lay out the design of our map/brochure.

City Streets & Country Roads Artisan Trail Lunch & Learn and Enrollment Call-To-Action

- **Date: June 27, 2018**
- **Time: 12:00 – 1:30 p.m.**
- **Place: The Babcock House, Appomattox VA**
- **RSVP: trails@artisanscenterofvirginia.org**

Can't make it to the gathering? So that you don't miss getting on board before the July 31th deadline, interested individuals and businesses located in Trail's region can download the "Artisan Trail Network Participation Details" explaining the participation criteria and program at www.artisantrailnetwork.org or contact the Artisans Center of Virginia at trails@artisanscenterofvirginia.org.

The City Streets & Country Roads Artisan Trail Supporters include:

