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FOR IMMEDIATE RELEASE

THIS SUMMER, “STAY LOCAL, PLAY LOCAL” IN CHARLOTTESVILLE & ALBEMARLE COUNTY

Play tourist in your own backyard this summer and take advantage of the plethora of local activities in Charlottesville and Albemarle County!

June 22, 2017 (Charlottesville, VA) – The Charlottesville Albemarle Convention and Visitors Bureau (CACVB) is inviting the area’s residents to “Stay Local, Play Local” once again this summer. This initiative encourages citizens to discover and explore the wide variety of free and low-cost activities that the Charlottesville and Albemarle County area has to offer.

Charlottesville and Albemarle County provides endless options and attractions for a day full of family fun. Explore stops along the Monticello Artisan Trail or learn more about the area’s rich history on the Jefferson Heritage Trail. Savor and visit with friends at one of the many local wineries, craft breweries, artisanal cideries, or distilleries while enjoying the picturesque and pastoral views. Rediscover timeless historic attractions like Thomas Jefferson’s Monticello, James Monroe’s Highland or Michie Tavern. Take a short, scenic drive to see what’s new in the charming towns of Scottsville or Crozet to discover more about why Albemarle County is the perfect option for a summer staycation. Before you visit, remember to check out these attractions’ websites, as many are offering special discounts during the summer season.

Outdoor activities abound in Charlottesville and Albemarle County and summer is one of the best times to enjoy them. You can spend a day in the wilderness by embarking on a day of cycling or hiking on the numerous trails that weave their way throughout the region. Shenandoah National Park is a short, scenic drive from downtown Charlottesville and offers hiking options galore, coupled with breathtaking views of the Blue Ridge Mountains. Horseback riding, golfing and even hot air ballooning are all options located a short drive away. Several meandering rivers give outdoor enthusiasts the opportunity to go kayaking, canoeing, fishing, or stand-up paddleboarding. You can even beat the heat by planning your own local “day at the beach!” Spend some time enjoying the sand, sun and water at the beaches of Chris Greene Lake or Walnut Creek Park. The James River and Rivanna River offer tubing excursions for a leisurely and relaxing afternoon of floating. After a day in the great outdoors, gear up for a night on the town and explore some of the many tantalizing culinary options on the vibrant pedestrian Downtown Mall, in a city that has been at the epicenter of the farm-to-table movement for many years. After your meal, enjoy one of the area’s many art galleries or catch at show at the historic Paramount Theater, the Jefferson Theater, the Sprint Pavilion, or the John Paul Jones Arena.

“Our residents have an abundance of varied activities to choose from while staying close to home. By spending money and time on a local activity rather than on traveling, we can minimize our carbon footprint and support our local businesses,” said Diantha McKeel, Chairwoman of the Albemarle County Board of Supervisors.

“We are fortunate to have so many possibilities right here at home, so planning a vacation can be rewarding and affordable,” said Charlottesville Mayor Mike Signer.

“Charlottesville and Albemarle County has so much to offer tourists and visitors alike,” said Kurt Burkhardt, CACVB Executive Director. “From award-winning wineries and restaurants, to outdoor activities, historic landmarks, plus a vibrant arts scene, it is no wonder that our area is such an appealing destination for tourists. This summer, we invite locals to be tourists in their own backyard and spend their vacation dollars right here in our community.”

About the Charlottesville Albemarle Convention & Visitors Bureau (CACVB):

In addition to serving as the global resource for marketing the tourism assets of [Charlottesville](#) and [Albemarle County](#), Virginia, through www.visitcharlottesville.org, the CACVB assists tour operators, meeting planners, reunions and other groups in planning visits to the destination. CACVB’s mission is “to enhance the economic prosperity of City and County by promoting, selling and marketing the City of Charlottesville and County of Albemarle, as a destination, in pursuit of the meetings and tourism markets.” CACVB operates the [Downtown Visitor Center \(610 E Main St\)](#) which is open daily from 9 a.m. to 5 p.m., and a second visitor center, the [Albemarle Tourism and Adventure Center](#) in downtown Crozet ([5791 Three Notch’d Rd](#)) at the historic train depot; it is open Wednesday - Saturday 10:00 a.m. - 5:00 p.m. and Sunday Noon - 5:00 p.m. The CACVB also provides a touch-screen kiosk at Monticello’s Thomas Jefferson Visitor Center. The official website of the CACVB is www.visitcharlottesville.org. In addition, the organization manages powerful social media channels; ExperienceCharlottesville on Facebook, @VisitCville on Twitter, CvilleVA on Pinterest, and @CharlottesvilleVA on Instagram and Vimeo.

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