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**FOR IMMEDIATE RELEASE**

**CHARLOTTESVILLE & ALBEMARLE COUNTY CELEBRATES THE  
SUMMER SEASON WITH A VARIETY OF FUN  
FESTIVALS AND CELEBRATIONS**

Summer is all about the arts and agriculture with events such as the Heritage Theater Festival, Charlottesville Opera, the Virginia Craft Brewers Festival, the Albemarle County Fair and more

**Charlottesville, VA** (June 28, 2017) – The [Charlottesville Albemarle Convention & Visitors Bureau](#) (CACVB) invites visitors and locals alike to take part in an array of fun festivals and events this summer.

Theater lovers are in for another treat this summer as the 43<sup>rd</sup> edition of the **Heritage Theater Festival** (HTF) kicks off for an exciting six-show season, with performances taking place from late June through early August. Since 1974, the HTF has been in residence during the summer months as the University of Virginia’s professional theater. This season features a mix of fan-favorites, including *Middletown*, *Woody Guthrie’s American Song*, *Chapatti*, Ken Ludwig’s *Baskerville: A Sherlock Holmes Mystery*, *Company*, and a special performance of Barry Lubin as “Grandma.” A full performance schedule and ticket options can be found at <http://heritagetheatre.virginia.edu/>.

Another popular event taking place this summer is an old favorite, operating under a new name. The **Charlottesville Opera** (previously the Ash Lawn Opera) will celebrate its 40<sup>th</sup> season this summer and treat music lovers to the melodic sounds of *Rigoletto* and *Oklahoma!* at the historic Paramount Theater on Charlottesville’s Downtown Mall throughout the month of July into early August. *Rigoletto* shares the tragic story of a father whose attempts to protect his daughter from the dangers of the world ultimately cause her ruin, while *Oklahoma!* is a charming musical that portrays the rivalry between a small town’s farmers and cowboys. Featuring a cast of nationally-acclaimed performers, the 40<sup>th</sup> season of the Charlottesville Opera is sure to delight music aficionados far and wide. For a complete list of the schedule, complete with dates and times, visit <https://www.charlottesvilleopera.org/>.

The **Albemarle County Fair** will be held August 3 - 5 on the beautiful historic site of James Monroe’s Highland. A fun and festive “Old-Time Country Fair,” the 2017 Albemarle County Fair will be a three-day agricultural celebration, complete with farm animals, exhibits, baked goods, crafts, family entertainment, 4-H events, livestock, and grand old-time country fun! The programs strive to provide wholesome entertainment and activities that emphasize the deep human, natural, and

agricultural resources of Central Virginia. Visit <http://www.albemarlecountyfair.com/> for more information about this year's event.

Beer lovers can expect to sample a wide variety of carbonated concoctions at the **Virginia Craft Brewers Fest**, taking place at IX Art Park in downtown Charlottesville on August 19. This event will be hosted by Three Notch'd Brewing Company and is the only sanctioned event of the Virginia Craft Brewers Guild. More than 100 breweries from all across Virginia will be on hand to serve tastings from 1:00 p.m. – 8:00 p.m. This is a family-friendly festival, with designated driver ticket options to make sure all guests are able to enjoy their experience. In addition to plenty of bubbly brews, attendees can also expect delicious culinary options from many of the area's best food trucks. To find out more information about the Virginia Craft Brewers Fest, visit <http://vacraftbrewersfest.com/>.

Several popular music events will continue through the summer months. The ever-popular and family-friendly event **Fridays After Five** will feature local bands each and every Friday afternoon through early September at the Sprint Pavilion located on the east end of the Downtown Mall. This event is free and open to the public. Visitors and locals alike can also continue to enjoy **Tuesday Tunes**, a five-part series of sunset concerts that takes place on select Tuesday evenings at Highland, the former home of President James Monroe. More information about the Tuesday Tunes schedule and ticket prices can be found at <http://highland.org/events/>. Music lovers can also enjoy the **Thursday Evening Sunset Series** which takes place every Thursday evening at Carter Mountain Orchard through late September. Attendees can partake in live music, plus food, wine and hard cider options are available for purchase. More details about this summer concert series can be found at <http://chilesfamilyorchards.com/carter-mountain-orchard/visit/thursday-evening-sunset-series/>.

Additionally, Charlottesville & Albemarle County will host several events to celebrate our nation's independence for the 4<sup>th</sup> of July holiday. Popular events include the 55<sup>th</sup> annual **Independence Day Celebration and Naturalization Ceremony** at Thomas Jefferson's Monticello, the **Patriotism in the Park** fireworks show at McIntire Park in Charlottesville, plus the **Crozet Independence Day Parade & Celebration** complete with fireworks in Albemarle County. Scottsville will also be hosting 4<sup>th</sup> of July festivities including a parade in the morning, followed by fireworks over the James River in the evening.

For travel information, packages and hotel room reservations, and a complete calendar of events, please visit the official destination website for Charlottesville and Albemarle County [www.visitcharlottesville.org](http://www.visitcharlottesville.org)

#### **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](http://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](http://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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