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**FOR IMMEDIATE RELEASE**

**CHARLOTTESVILLE AND ALBEMARLE COUNTY:  
THE PERFECT WINTER ESCAPE**

The Charlottesville area is a wonderful choice for a winter getaway, with world-renowned historic sites, a plethora of cozy wineries, plus shopping and dining options galore!

**Charlottesville, VA** (December 29, 2017) – The [Charlottesville Albemarle Convention and Visitors Bureau](#) (CACVB) invites everyone to consider the Charlottesville, Virginia area for an extraordinary winter getaway. With plenty of great shopping, winter events, and fantastic deals on area lodging and attractions, the winter season is the perfect time to visit Charlottesville & Albemarle County.

The year 2018 will start with a bang on the historic pedestrian Downtown Mall as First Night Virginia celebrations take place. First Night Virginia is the second-oldest First Night event in the nation and is a terrific and family-friendly way to usher in the New Year. Families and visitors will be treated to a plethora of entertainment acts, live music, face painting, a bubble wrap stomp, and other artistic activities. For more information on this iconic New Year's Eve celebration, visit [www.firstnightva.org](http://www.firstnightva.org).

The winter season is a great time to rediscover history at one of the area's presidential homes. Thomas Jefferson's [Monticello](#) (a UNESCO World Heritage site), James Monroe's [Highland](#), and James Madison's [Montpelier](#) are all located in the Charlottesville area and offer new and exciting exhibits to see throughout the year. Crowds tend to be smaller during the winter months, providing the opportunity to learn in a more relaxed, laid back way about how these three Founding Fathers lived. Stop by the prestigious [University of Virginia](#), which Jefferson also founded, to visit iconic buildings like the Rotunda, The Lawn and Academical Village, or the [Small Collections Library](#) to view some of the country's most historic and important documents.

Located at the heart of Charlottesville's historic Downtown Mall, the Paramount Theater has several exciting events lined up during the winter months including screenings of movies, performances, a variety of lectures and speakers, and even live viewings of University of Virginia sporting events! For more information on all upcoming events taking place at the Paramount Theater this winter, visit [www.theparamount.net](http://www.theparamount.net).

The holidays may have come and gone, but there are still plenty of options for wintertime shopping in Charlottesville & Albemarle County. The historic pedestrian Downtown Mall offers dozens of boutique shops and stores, selling a wide variety of locally-made products. The area is also home to shopping centers such as Barracks Road Shopping Center, the Shops at Stonefield, and Fashion Square Mall. Or for a special, one-of-a-kind treasure, take a trip along the Monticello Artisan Trail or visit the Crozet Artisan Depot in Crozet where shoppers will find a wide selection of arts and crafts made by local artisans from Central Virginia. To learn more about the Crozet Artisan Depot, visit [www.crozetartisandepot.com](http://www.crozetartisandepot.com).

The Charlottesville area has become widely known as a foodie paradise and was even named by *Forbes* as the “**locavore capital of the world.**” Boasting an impressive array of farm-to-table restaurants and eateries, the area offers epicureans an added incentive to visit during the winter season. [Charlottesville Restaurant Week](#) is a celebration of the region’s obsession with all things food and runs from January 19 – January 28. During this week, eager eaters can take their pick from nearly 40 participating restaurants which will be offering fixed-price menus consisting of three delicious courses. Restaurants fill up quickly during this popular week, so reservations are recommended.

Craft beer lovers are sure to enjoy the [Know Good Beer SiBEErian Express](#), taking place at the [IX Art Park](#) on January 27. Throw on your coat and get ready to sample from a selection of dozens of craft beers from a variety of breweries. Bourbon samples will also be available for tasting at this fun winter festival. In addition to great craft beer and bourbon, participants will enjoy live music and a variety of local mobile food vendors. Designated driver tickets are available and children are allowed.

Even though the days are shorter and the weather is cooler during the winter months, it is still business as usual in Charlottesville & Albemarle County. Numerous area hotels and attractions offer discounted rates during this time of year as an incentive for tourists to visit the destination without all of the crowds often found during busier times of year. The Charlottesville area also features more than 30 wineries, breweries, artisanal cideries, and distilleries, many of which have large roaring fireplaces, making for a perfect way to warm up on a cold winter day. For more information about special packages and offerings, go to [www.visitcharlottesville.org/packages](http://www.visitcharlottesville.org/packages).

**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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