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LOUDOUN COUNTY ANNOUNCES ARTISAN TRAIL NAME



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Virginia: The Artisans Center of Virginia (ACV) in partnership with community members in Loudoun County celebrate the naming of the newest artisan trail in the Virginia Artisan Trail Network system:

LOUDOUN COUNTY ARTISAN TRAIL

Eat. Drink. Art.

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.

"Loudoun County is increasingly becoming a place where artists, artisans and independent craft business owners want to live and work. Simultaneously, Loudoun is emerging as a place where residents and visitors can find the diversity in these local creations — the new Loudoun County Artisan Trail will literally provide the map for all to enjoy these experiences." —Liz T. Jarvis, Chair, Purcellville Arts Council

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 June 9, 2017.**

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 LOUDOUN COUNTY ARTISAN TRAIL?

"Loudoun County has long been known as a destination for wine lovers, and lately craft beer, cider, and spirits lovers, but it is also home to hundreds of artists, fine craft artisans, and, of course, agricultural producers," said Haig Evans-Kavaldjian, treasurer of the Loudoun Arts Council. *"Truly, Loudoun County has it all."*

LOCAL BUSINESSES – WHY ENROLL ON THE TRAIL?

Enroll to be part of the Loudoun County Artisan Trail and receive a unique profile page on the Artisan Trail Network website, www.ArtisansCenterofVirginia.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 (25,000 to be printed and distributed via Virginia Welcome Centers statewide).

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.

"Participation in the Loudoun County Artisan Trail will create an earnest payoff for the independent, arts business community. In Leesburg, for example, we hope to see more foot traffic to experience the artistry that abounds." —Marantha Edwards, Economic Development Director, Town of Leesburg

The Artisans Center of Virginia's 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.

Loudoun County Artisan Trail Lunch & Learn and Enrollment Call-To-Action

- **Date:** May 23, 2017
- **Time:** 11:30 – 1:00 pm
- **Place:** Leesburg Town Hall
- **RSVP:** trails@artisanscenterofvirginia.org

Can't make it to the gathering on May 23rd? So that you don't miss getting on board before the June 9th deadline, interested individuals and businesses located in Loudoun County 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.

Loudoun County Supporters include:

