



MEDIA ADVISORY

For Immediate Release
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Groundbreaking for Heartwood: Southwest Virginia's Artisan Gateway set for Thursday, August 6

WHAT: On Thursday, August 6 state, regional and local officials and partners will gather to break ground on Heartwood: Southwest Virginia's Artisan Gateway, a \$17 million, 28,000 square foot facility that will serve as the gateway to Southwest Virginia and as a one-of-a-kind tourism destination for travelers exploring the rich cultural, musical and artisan culture distinctive of the region.

WHEN: Thursday, August 6
10 a.m.

WHERE: On the grounds of the Virginia Highlands Community College
100 VHCC Drive, Abingdon, VA

WHO: The Honorable William C. Wampler, State Senator
The Honorable Patrick O. Gottschalk, Secretary of Commerce and Trade
Bill Shelton, Virginia Department of Housing and Community Development
Alisa Bailey, Virginia Tourism Corporation
Glenn Dubois, Virginia Community College System

As well as representatives from Washington County and surrounding localities, 'Round the Mountain, The Crooked Road, the Town of Abingdon, local artisans and musicians, stakeholders and more.

ABOUT: *Heartwood: Southwest Virginia's Artisan Gateway* will be an iconic structure inspired by the spirit and character of Southwest Virginia, showcasing the cultural and natural heritage of the region and contributing to the new, sustainable, "Creative Economy."

The facility is projected to draw 270,000 visitors and generate more than \$10 million in revenue each year for the region. Designed by award winning architects, Spectrum Design of Roanoke, the 29,000 square foot building will sit on eight acres next to the Virginia Highlands Community College.

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