



## NEWS RELEASE

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### **Bedford County Outdoor Adventure Encourages Recreation Appreciation**

The Bedford County Chamber of Commerce is pleased to announce a new promotion of beautiful Bedford County and the many outdoor recreational opportunities to enjoy in our region, even amid the challenges of the Covid-19 pandemic.

The Chamber's annual Bike Bedford County event has been cancelled due to the restrictions on gatherings during the pandemic, but residents and visitors are encouraged to enjoy the great outdoors and participate in activities that are naturally socially distant: hiking, biking, paddling, camping, fishing, touring and so much more.

The new promotion, called Bedford County Outdoor Adventure will feature a landing page on the Chamber website with former Bike Bedford County routes, information about trails, state parks, driving tours, and other activities that support an appreciation of the many outdoor assets of the region.

"Our part of the world is so beautiful," said Kellie Goodman Shaffer, President-CEO of the Chamber. "Hundreds of cyclists have participated in our Bike Bedford County events over the years, exploring the scenic back roads and byways of Bedford County, and while we can't bring large groups together, we can encourage everyone to fill their empty calendars with safe, socially-distant experiences and adventures in our own backyard."

The event landing page will feature free, downloadable tours, scavenger hunts, and even a Bedford County Bucket List of family-friendly activities, as well as links to other community outdoor resources, including those of the Bedford County Visitors Bureau and local businesses.

Those who are interested in *Finding an Adventure* are encouraged to document their experiences on social media with the hashtag #bedfordcountyyoudoors. A committee will review photos and choose a series of finalists to be entered into an online vote for favorite outdoor adventure images. Three "winners" will receive \$50 REI gift cards and will see their photos used in future outdoor promotions.

A customizable t-shirt will be included in the offerings, designed by Trendz Design and Print Studio.

The event is presented in partnership with Recreational Equipment, Inc. (REI) with thanks to our long-time Bike Bedford County supporters, Structural Fiberglass, Inc., RWR Insurance, Bedford Ford-Bedford Chrysler and Fat Jimmy's Outfitters. Marketing support is provided in partnership with the Bedford County Visitors Bureau.

The media is welcome to assist us in making the community aware of this initiative; photography and videography is available for preview stories by contacting the Chamber of Commerce, which thanks you in advance for your promotional support.

The platform will launch on the Chamber website September 1<sup>st</sup>. The social media photo contest will end September 30<sup>th</sup>, but the promotion will continue indefinitely and will showcase the Bedford County region through changing seasons. Visit the Chamber website to learn more about this another programs and events supporting local business and quality of life.

**[www.BedfordCountyChamber.com](http://www.BedfordCountyChamber.com)**

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