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FOR IMMEDIATE RELEASE

Greater Williamson Road Business Association Gears Up to Co-host the 2025 Commonwealth Day of Play Alongside Governor's Office

Roanoke, Va — July 2025. The Greater Williamson Road Area Business Association is co-hosting the Inaugural 2025 Commonwealth Day of Play alongside the Governor's office at Brookside Par 3 Golf Course on August 9 from noon to 4 p.m. Admission is free. The Day of Play is part of the "Reclaiming Childhood" initiative, which works to raise awareness and inspire youths about the importance of connection, physical activity, and community.

"Commonwealth Day of Play 2025 is a community-driven celebration designed to get people of all ages outside, moving, and connecting through the joy of play," said Valerie Brown, Executive Director of the Greater Williamson Road Area Business Association, the main sponsor for this event. "Here in Roanoke, we're proud to co-host the event at Brookside Golf Course, where families can put down their electronic devices and spend meaningful time together. It's a day filled with fun and activities that promote health, wellness, and a stronger sense of family and community."

This year's festivities include various games for all ages to enjoy, such as free golf, cornhole, tug-of-war, and sack races. There will also be prizes, giveaways, and raffles sprinkled throughout the event. Golf clubs, balls, and other equipment will be provided, along with hot dogs, hamburgers, treats, and beverages for all to enjoy.

While families can attend at any time during the event for free, the first 20 kids to attend will receive a free sleeve of golf balls. If a child finds enjoyment in golf, parents who purchase a golf pass for a later date can bring their kids, free of charge.

"We are thrilled to be part of the Commonwealth Day of Play this year," said Milt Crandall, longtime owner of Brookside Par 3 Golf Course. "While technology has become an integral part of everyone's lives, it is nice to encourage people to make time for life without screens as well. Whether you enjoy playing sports or relaxing with a nice cool drink in the sun, we hope families can unplug for an afternoon of fresh air and fun activities with fellow community members."

Other organizations will be joining in on the outside fun, including The First Tee of Roanoke. Sponsors include Valley Wealth Group, Brookside Par 3 Golf Course, The Roanoke City Police Department, and 5Points Creative.

The Brookside Par 3 Golf Course is located at 6303 Williamson Road, with parking available at the Brookside Plaza. Families are welcome to come and go throughout the afternoon, anytime between noon and 4 p.m., at no cost. For further inquiries, contact Valerie Brown at valerie@williamsonroad.org.

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The Greater Williamson Road Area Business Association's (GWRABA) fundamental purpose and role is to represent the interests of local businesses, attract new businesses, and collaborate in both the City and the County to help those businesses grow, with a unified voice.