THE SCOUT GUIDE ROANOKE LAUNCHES VOLUME 1

Roanoke joins the TSG Network as the 7th Virginia City to Highlight the Best of Local with this Annual Guide

Roanoke, VA (July 11, 2024) – The Scout Guide Roanoke proudly announces the launch of its inaugural edition, The Scout Guide Roanoke Volume 1. This beautifully designed guide features more than 60 independently owned local businesses, including artists and entrepreneurs, showcasing the vibrant spirit of our community.

Local editor and owner, Emily Pinkerton, a native of Roanoke, expresses her excitement about the debut of this annual publication: *"I'm thrilled to introduce The Scout Guide Roanoke Volume 1 and to celebrate the remarkable individuals and businesses featured in this year's edition. Our goal is not only to spotlight their contributions to our community but also to honor the legacy of established business owners who have shaped Roanoke over the years. It's a privilege to champion these hard-working entrepreneurs and encourage our town to support them."*

The guide features stunning photography by local photographer Heather Turner and will be distributed through 15,000 printed copies, available at local events, select storefronts, hotels, and Scouted restaurants. A limited number will be mailed to homes across our region. A special launch party is scheduled for August 28, 2024, at the Taubman Museum of Art, exclusively for members and guests.

ABOUT THE SCOUT GUIDE

Founded in Charlottesville, Virginia, in 2010 by Christy Ford and Susie Matheson, The Scout Guide is a renowned collection of city guides that celebrates independent, locally-owned businesses across the United States. With over 90 markets, The Scout Guide continues to expand its influence both in print and online, offering a trusted resource nationwide for discovering the best of local.

For more information about The Scout Guide Roanoke and opportunities to participate in future editions, please contact Emily Pinkerton at roanoke@thescoutguide.com or visit www.thescoutguide.com/roanoke.

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