



New Outdoor Business to Open 12,000 Sq Ft Retail and Experiential Facility in Downtown Salem

Salem, VA – Shrewd Outdoors, an exciting new venture by Shrewd Archery, is set to become the premier destination for archery and outdoor enthusiasts. Scheduled to open later this summer, this 12,000-square-foot retail and experiential space will be located on Main Street in downtown Salem, offering a vast assortment of equipment and expertise for archery, hiking, trail running, and other outdoor activities.

Brothers Laven and Riley Newsom, Salem locals and third-generation owners of the family business, Shrewd Archery, are the driving force behind Shrewd Outdoors. “Combining our passion for the outdoors with our hometown pride is a dream come true,” said Laven Newsom, VP of Shrewd Archery. “Our parents built a solid foundation with Shrewd Archery, and Riley and I are excited to expand upon that success.”

Sam Newsom, CEO of Shrewd Archery, emphasized the significance of the new venture: “The Roanoke Valley’s enthusiasm for archery and outdoor activities makes downtown Salem the perfect location for our flagship store. The local community has been fantastic supporters of the Shrewd brand, and we’re thrilled to offer a space that benefits archers of all skill levels.”

Shrewd Archery, founded in 1994 in Salem, Virginia, is known for producing high-quality products used by Olympians and is set to have a prominent presence in the upcoming 2024 Paris Olympic Games.

The facility’s 12,000 square feet will be split between two floors. The top floor will house a full-service archery pro shop and academy, staffed with skilled technicians to assist archers of all levels. The bottom floor will feature a 6,000-square-foot indoor archery range, offering private lessons, tournaments, team-building events, league nights, and memberships. Shrewd Outdoors will also utilize funding from the City of Salem’s Economic Development Authority façade grant program to offset costs to improve the front and rear entrance points of the building.

“What an exciting story for one of Salem’s enduring manufacturers to take this one-of-a kind entrepreneurial leap into the retail industry. This is a testament to the talent and creative spirit that exists in Salem. We cannot be prouder of the Newsom family’s continued investment in the City of Salem,” said Renee Turk, Mayor of Salem, Virginia.

“We’re thrilled to welcome Shrewd Outdoors to Downtown Salem,” says Paul Kuhnel, Chair of Salem’s Economic Development Authority. “The downtown has seen a resurgence of investment in restaurants, overnight accommodations, and streetscape improvements. Shrewd Archery’s retail venture will be an exciting new addition for Salem residents and outdoor enthusiasts visiting our community.”

“We’re proud to help introduce Shrewd Outdoors to our community. Our region’s outdoor culture drives economic development, and it’s gratifying to see a new business that embodies this spirit,” said Pete Eshelman, director of the Roanoke Outside Foundation. “Roanoke Outside, the livability brand for the Roanoke Regional Partnership and part of its holistic approach to economic development, was developed to attract outdoor businesses. And since its inception it has crafted the narrative of an active, outdoor metro-mountain community that prides itself on working and playing hard.”

In addition to archery equipment, Shrewd Outdoors will cater to the area’s popular outdoor activities, with plans for a lounge area offering beer and coffee. “We want Shrewd Outdoors to be a place where customers can find the gear they need and a space to share stories and plan their next adventure,” added Sam Newsom.

Shrewd Outdoors expects to hire approximately five full-time employees in addition to five part-time employees to join the crew. Interested candidates are invited to explore further details and submit their application via the <https://www.shrewdoutdoors.com/pages/careers>.

Store Location

201 East Main Street. Salem, VA 24153.

For media inquiries or to see the new space, please contact Laven Newsom at Shrewd@ShrewdOutdoors.com.

About Shrewd Archery

Shrewd Archery manufactures industry-leading target archery and hunting equipment in a 35,000-square-foot facility in Salem, VA. Shrewd Archery is a part of the Damon Company, a family-owned manufacturing business in operation in Salem since 1964. www.ShrewdArchery.com, www.DamonCo.com, www.KeenoArms.com.

About City of Salem

Salem, Virginia, spanning 14 scenic square miles in the Roanoke Region, nestles between the Allegheny and Blue Ridge Mountains along the Roanoke River. This vibrant city, home to over 25,000 residents, boasts a charming downtown featuring diverse retail shops, unique dining experiences, and the esteemed Roanoke College, conveniently located off I-81. Major industries and employers in Salem include healthcare, education, manufacturing, and retail, reflecting the city’s dynamic economic landscape. Contact: Tommy Miller, director of economic development, (540) 375-3007 or tjmiller@salemva.gov.

About Roanoke Outside

Roanoke Outside creates economic growth by leveraging natural assets to attract investment and talent. Through business attraction, signature outdoor events, strategic partnerships, social offerings, and infrastructure investment Roanoke Outside seeks to establish the Roanoke Region as a place where businesses want to locate and where people want to live. Roanoke Outside manages roanokeoutside.com, Project Outside, and a portfolio of brand-building events that include Blue Ridge

Marathon, GO Outside Festival (GO Fest), and Go Cross Cyclocross Race. The Roanoke Outside Foundation is a 501(c)3 organization and is part of the Roanoke Regional Partnership family, which also includes Get2KnowNoke. www.roanokeoutside.com. Contact: Pete Eshelman, senior director of creative strategies, (540) 343-3206 or pete@roanoke.org.