

MEDIA RELEASE

FOR IMMEDIATE RELEASE



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Treetop Quest Ribbon Cutting, July 1 at Explore Park

Aerial Adventure Course With Zip Lines Opens as New Signature Attraction

Roanoke County, Virginia (June 25, 2019) – Roanoke County is pleased to announce the opening of a new aerial adventure course at Explore Park with a ribbon cutting on **Monday, July 1 at 1:00 P.M.** This event marks the completion of the first phase of Treetop Quest's development, including 55 obstacles over four skill levels, and zip-lines up to 160 feet long. A state-of-the-art continuous belay system provides industry-leading safety while allowing for participants as young as age four to enjoy the course. Additional course elements will be added in the coming years. The attraction is projected to draw 25,000 visitors per year.



Treetop Quest allows guests to "Explore Your Wild Side" with progressively challenging aerial obstacles such as cargo nets, tight ropes, Tarzan swings and zip-lines. This season the course will be open daily through August 11, and weekends through December 1. Advance registration is now available online at ExplorePark.org/treetop, with walk-in registration beginning Tuesday, July 2. Group rates, summer camp and day care discount rates are available by phone. Birthday parties are available on Saturdays and Sundays beginning in August.

MEDIA PHOTO OPPORTUNITIES (NOTE: Course participation by a reporter requires a minimum of 45 minutes)

- **Saturday, June 29** – Media are invited to photograph or participate in a live training day with staff members and their families from 10:00 AM to 12:00 PM. (Please embargo footage until ribbon cutting Monday, July 1 at 1:00 P.M.)
- **Monday, July 1** – Immediately after the ribbon cutting event, Roanoke County Summer Camp participants with photo availability will be on the course. Interviews with Roanoke County officials and a Treetop Quest representative will be available.
- **By Appointment** – Media are invited for private course participation or live shots with advance notice. Please contact Scott at (540) 777-6327 to schedule.

According to department director Doug Blount, "We're excited to welcome Treetop Quest to Explore Park as our new signature attraction. This adventure course will provide a truly unique and memorable experience for residents and visitors to our region. Treetop Quest has an outstanding reputation for unparalleled safety, and unique challenge course obstacles that are accessible to even the youngest participants. We see this new course as the cornerstone for future development of Explore Park as the premiere destination for outdoor recreation in Virginia's Blue Ridge."

The opening of Treetop Quest fulfills a key amenity identified in the Explore Park Adventure Plan, adopted by the Roanoke County Board of Supervisors in 2016. This attraction will provide synergy with other amenities recently added to the park including campgrounds and tubing by Blue Mountain Adventures, cabins and yurts by Don's Cab-Inns, a brewery and bistro by Twin Creeks Brewing, the Mayflower Hills Disc Golf Course and new special events.

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