

Hendricks County Convention and Visitors Bureau

P R E S S R E L E A S E

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- FOR IMMEDIATE RELEASE -

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Editor's Note: Photos of individual locations are available, and can be viewed on the RuralRoutestoMainStreet.com website. To request high resolution photos please contact the above. A copy of the promotional flyer is attached.

NEW CENTRAL INDIANA CULTURAL TRAIL OPENS THIS WEEKEND AND LAUNCHES NEW WEBSITE

DANVILLE, IN (April 23, 2010) – Beginning today, guests can pick up their guide to the Rural Routes to Main Street Cultural Trail at the offices of the Hendricks County Convention and Visitors Bureau or learn more about this initiative at RuralRoutestoMainStreet.com. This self-paced, self-directed driving tour will lead you deep into the heart of the central Indiana community, and features 10 locally owned businesses including shops, galleries and studios as you travel along scenic open roads.

Building on the success of the annual *ArtsGo!* event taking place this weekend, the HCCVB partnered with the Hendricks County Arts Council to develop a themed trail itinerary that will encourage residents and visitors to get out and explore the heritage and cultural of west central Indiana and further promote Indiana artisans. Guests can experience the trail Thursday through Saturday every week, year round between the hours of 11:00 am and 5:00 pm. Each location of the trail features either fine arts and handmade crafts, value added foods and products, historical attractions or agricultural businesses.

Featured in the initial launch of the trail are: Artistic Designs Gallery, Brownsburg; Avon Quiltery, Avon; Bread Basket Bakery & Café, Coatesville and Danville; Chateau Thomas Winery, Plainfield; Frazee Gardens, Brownsburg; Garden Gate Gift Shop, North Salem; Glass Passions, Plainfield; McCloud Nature Park and Art Gallery, North Salem; Plainfield-Guilford Township Public Library Art Gallery and The Gallery on the Square, Danville.

“This trail gives our residents and visitors the opportunity to seek out and experience the local arts and culture favorites of our community,” said Jaime Bohler Smith, associate director of the HCCVB. “By putting the information in a trail format we can help guide our guests throughout our county,” she added.

All of the sites offer a specific experience including exhibits, tours, activities for visitors to do, demonstrations and artisan products for sale. In the guide book and on the website each experience is identified by location. The total trail covers 71 miles and showcases other areas of interest including historic bridges, historical markers, the Hendricks County Museum and the Pittsboro 1883 One-Room Schoolhouse which are both open more limited hours. The guidebook also includes a driving map and specific site information for each business along the trail. A downloadable version can also be accessed on the website.

For more information on the trail visit the website RuralRoutestoMainStreet.com or call 800-321-9666. You can also find information on Facebook by searching Rural Routes to Main Street. Representatives for the trail will be on hand at the Gallery on the Square during this weekend’s ArtsGo! event with guidebooks and a display of works that can be found along the trail.

The Hendricks County Tourism Commission d/b/a the Hendricks County Convention and Visitors Bureau attracts visitors to the county by promoting and developing tourism, which stimulates economic growth and enhances quality of life. Find us on Facebook by searching Hendricks County Convention and Visitors Bureau and become a fan for event updates and reminders, contest info and much more. For more information visit the website at TourHendricksCounty.com, or call 317-718-8750.

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