



A product of the Hendricks County Convention and Visitors Bureau

MEDIA ADVISORY

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NEW CULTURAL TRAIL LAUNCHES LAST WEEKEND OF APRIL

Building on the success of the annual ArtsGo! event, the Hendricks County CVB and the Hendricks County Arts Council partner together to launch the Rural Routes to Main Street Cultural Trail.

WHAT The Rural Routes to Main Street Cultural Trail launches during the 5th Annual ArtsGo! event to be held the last weekend of April 2010. This self-paced, self-directed driving tour will lead you deep into the heart of the community. The trail features 10 locally owned businesses including shops, galleries and studios as you travel along scenic open roads. 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
- The Gallery on the Square, Danville

WHEN The trail opens Thursday April 22nd and businesses on the trail can be visited Thursday through Saturday every week, year round between the hours of 11:00 am and 5:00 pm. Many businesses are open additional hours.

- WHERE** Various locations throughout Hendricks County, beginning just 10 minutes west of Indianapolis. Guidebooks can be picked up at any participating location, the Hendricks County CVB offices or any of the local Chamber of Commerce offices. Information can also be found on the website, www.ruralroutestomainstreet.com set to go live the end of April.
- WHO** Presented by the by the Hendricks County Convention and Visitors Bureau in partnership with the Hendricks County Arts Council.
- WHY** 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.
- CONTACT** Toll Free: 800-321-9666; Local 317-718-8750; online at www.TourHendricksCounty.com.