



## **FOR IMMEDIATE RELEASE**

### **Contact:**

Emily Donohue  
Allison & Partners  
646-428-0622  
[Emily@allisonpr.com](mailto:Emily@allisonpr.com)

## **Cultural, Foodie and Adventure Events planned for 2009 in Shenandoah National Park**

**Shenandoah National Park, Va. – (March 31, 2009)** – ARAMARK, the concessioner in Shenandoah National Park, is hosting a series of activities and entertainment events for the 2009 season, including scavenger hunt hikes, weekly Virginia wine tasting, and more.

“We know finances are on the minds of most Americans this year and we are proud to offer many low-cost or free activities and events at Shenandoah National Park so that money will not limit visitors from learning about the history and environment while simply enjoying the area,” said Helen Morton, director of sales & marketing for ARAMARK Shenandoah National Park Lodging. “With events like the scavenger hunt hikes, SummerFest and the 10<sup>th</sup> Annual Apple Butter Celebration, we hope to instill a greater appreciation for Shenandoah National Park while offering visitors a chance for fun at a great value within the park this season.”

**Scavenger Hunt Hikes** will be offered April 9, June 23 and Aug. 18, 2009. Authors Kat and John LaFevre will lead visitors to follow clues and search for hidden natural and historic treasures along a national park trail. Kat and John LaFevre are experienced guides and have led hikes in the Rocky Mountains, Smoky Mountains and will now provide this unique and fun family hiking experience in Shenandoah National Park. Suitable for all ages, there is a minimal \$3.00 per person charge for the hikes.

**Shenandoah Valley Cloggers** perform every Tuesday evening and the **Hi-Horse Cloggers** perform every third Thursday of each month at Skyland Resort from April 7 to Oct. 15, 2009. Clogging, which has become the “country cousin of tap dancing,” was brought to America by the early European settlers. It is still traditional throughout the Southern and Central Appalachian Mountain regions, where it has been influenced by various cultures, including the Cherokee. Today, clogging is popular in many areas of the United States.

**The Possum Ridge String Band** joins Skyland’s list of regional entertainers in 2009. Enjoy old time string music from the southern Appalachian Mountains along with a mix of Irish and Scottish music. Fiddle, banjo, guitar, hammered dulcimer, mandolin and autoharp are among the featured instruments. Performances are held the fourth Thursday of each month, April through November, from 8:00 to 10:00pm at Skyland Resort in the Mountain Room. There is no cost to attend.

**Shenandoah Seasonings**, the cooking workshops at Shenandoah, showcase the unique culinary approach to using the highest quality foods that sustain the environment. The workshops highlight a twist to the traditional Southern cuisine, native to the Shenandoah region, and showcase the locally produced wines of some of Virginia’s finest wineries and vintners. Shenandoah Seasonings will take place on June 7-9, 2009 and Sept. 20-22, 2009 at Skyland Resort.

**Summerfest**, held July 18 and 19, 2009 at Skyland Resort, is a summer celebration featuring lively entertainment, crafters, old fashioned games and the historic "Cake Walk." Classic cars from the 1920s-40s will be displayed on Saturday, July 18. Entertainment includes the Possum Ridge String Band, cloggers, singers and other musicians. Watch the dancers or participate in games and historic walking tours. Held from 11:00 a.m. to 5:00 p.m., the event is free and open to the public.

**10<sup>th</sup> Annual Apple Butter Celebration** brings visitors back to a time when women would snit their apples instead of simply cutting them. Apple butter is one of the park's historical specialties and also celebrates Shenandoah's upcoming famous fall foliage season. The event features large copper kettles of apple butter that visitors can help stir, local entertainment, as well as apple crafts. The Apple Butter Celebration takes place Saturday, Sept. 12, 2009 with entertainment and food available at Big Meadows Wayside located at mile 51.2 on Skyline Drive.

**Virginia Wine Tastings** invite visitors to sample the Virginia wine country each Thursday at Skyland Resort or Big Meadows Lodge at 3:00 p.m. A variety of wines from one Virginia winery are featured each week. A minimal \$10.00 fee is charged which includes assorted cheeses plus a handcrafted glass to take home.

This year will also feature National Park Service programs. Along with returning programs like Wildflower Weekend, May 9-10, 2009, the Park Service is holding a Junior Ranger Day on April 25, 2009 and Hiking with Children on June 14 & July 12 to encourage children and families to connect with a national park.

For more information on the National Park Service's programs held in Shenandoah National Park, please visit, [www.nps.gov/shen](http://www.nps.gov/shen). For a complete listing of events or to book overnight reservations at either Skyland Resort, Big Meadows Lodge or Lewis Mountain Cabins, please call 800-778-2872 or log on to [www.visitshenandoah.com](http://www.visitshenandoah.com). Purchase an annual Shenandoah National Park pass and attend numerous events this season at a great savings.

# # #

### **About Shenandoah National Park**

Established by Congress in 1935, Shenandoah National Park in the Blue Ridge Mountains of Virginia contains nearly 197,000 acres of land with over 500 miles of trails, including 101 miles of the Appalachian Trail. Shenandoah draws up to 1.5 million visitors a year with its rich history, unique geography and wildlife, as well as the panoramic vistas from the Skyline Drive. This National Scenic Byway, built during the Depression era, winds along the crest of the mountains through the length of the park, providing vistas of the sweeping landscape to the east and west.

Lodging options in the park include Skyland Resort (mile 41.7), Big Meadows Lodge (mile 51.2) and Lewis Mountain Cabins (mile 57.5), which are operated by ARAMARK, an authorized concessioner and hospitality provider for the National Park Service. For more information about Shenandoah accommodations, dining and special events, call 800-778-2872 or visit [www.visitshenandoah.com](http://www.visitshenandoah.com).

### **About ARAMARK Parks and Destinations**

ARAMARK Parks and Destinations, a division of ARAMARK Sports and Entertainment, provides a wide range of professional services, including property management, hospitality services and recreational support to specialty hotels, resorts, national and state parks, national forest service and other tourist destinations throughout the United States. ARAMARK Parks and Destinations seeks to create memorable experiences at destinations by bringing the best in environmental stewardship, sustainable cuisine and interpretive programs to the guests it serves. For more information on ARAMARK Parks and Destinations and each of its properties, visit [www.aramarkparksanddestinations.com](http://www.aramarkparksanddestinations.com).