

OUTDOOR ADVENTURE GUIDE

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VA



ADVENTURES START HERE

The Visit SoSi region has something for every kind of experience lover. Whether you choose to stay on land or head out on the water, ride four wheels or two, grab a fishing rod or a paddle, try a local wine or choose a brew, you will be sure to find a grand adventure during your visit to Danville and Pittsylvania County, VA. Around here, there are countless ways to keep yourself entertained. Use this guide to help you plan.

DRIVE TIMES:

- 45 minutes from Lynchburg, VA
- 1.5 hours from Raleigh, NC
- 1.5 hours from Roanoke, VA
- 2 hours from Charlotte, NC
- 2.5 hours from Richmond, VA
- 3.5 hours from Norfolk, VA



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EXPLORING SOSI:

OUTDOOR ADVENTURES OF EVERY KIND

The SoSi region includes the City of Danville and Pittsylvania County, VA. Together, these two localities offer more than 35 miles of mountain biking trails (including 13 miles of the paved **Riverwalk Trail**), 1,000+ acres of public park land, 23 playgrounds, 25 athletic fields, a ropes course, a disc golf course, a zipline, and a skate park!

Smith Mountain Lake, Virginia's second largest recreational lake, is also here, and water sports are very popular. Fishing and paddling on the region's many rivers is a favorite local pastime. The region's farms also have family-friendly adventures that range from pick-your-own produce to getting up close and personal with animals you rarely get to see. Have you ever pet an alpaca or a pot belly pig? Start here.

“We offer hiking, biking, fishing, boating, and so much more. There's plenty to explore. Stop by our Visitor Center for help planning your adventure.”

- Lisa K. Meriwether,
Tourism Manager, Visit SoSi,
Danville Office of Economic
Development & Tourism



PREPARE YOUR GEAR

Need supplies? **Moss Mountain Outfitters** in downtown Danville is a dog-friendly spot that can help you find all the gear you need.

While you're here, you'll very likely meet Susan and Landon Moss. The mother and son duo started Moss Mountain Outfitters and the "Heads Up, Eyes Forward" lifestyle brand to honor Susan's late son, Ryan, who loved the great outdoors.

"We're not just peddling a product; it's much deeper than that," Landon said. "Community is a really important aspect of this business."

In fact, 100% of the "Heads Up, Eyes Forward" net profit goes back into the community each year via local donations.

The mother and son team love to give area visitors their recommendations on the best local experiences and are ready to help visitors plan their adventures.

"This is our version of letting Ryan live," said Susan. "It helps me heal because I get to talk about [Ryan] every day."

When buying products for Moss Mountain Outfitters, Landon reminds his mom, "Let's buy what Ryan would buy."

The shop offers top quality clothing brands, hiking and camping gear, and kayaks.

"I do not sell anything that I would not use or wear myself, and I'm pretty picky," Landon said.

Moss Mountain Outfitters is located at 326 Main St. Suite 102 in Danville. It is open Monday - Saturday 10 am - 6 pm.



HIKE IT. RUN IT. WALK IT. BIKE IT.

Angler's Ridge is a popular gathering place for mountain bikers, runners, hikers, dog walkers, and other lovers of the outdoors.

The trail system spans 35+ miles in the City of Danville, and offers one of the longest single-track trails in the region.

"Once you get to know the system, you can go out and mix up your rides and runs in so many ways," explains Dwayne Durham, a member of the **Angler's Ridge Trail Association**, the local non-profit that maintains the trails.

"I can take it as easy as I want to and just relax, or I can make it as strenuous as I want. When you are flying down the hill at 20 miles an hour, it's exhilarating," says Durham.

Angler's Ridge is located at 350 Northside Drive, Danville, VA 24540 and is open daily from dawn to dusk.



PLACES FOR SHOELACES

The day Adam Jones had to cancel his dinner reservations while shoe shopping was the day he knew he needed a change. It was 2010 and Jones had traveled to North Carolina to buy a good pair of running shoes. But, he got stuck in traffic on the way home.

"I can't be the only one in Danville that runs, right?" Jones thought.

Inspired, he decided to open his own shop, **The Brick**, in Downtown Danville. Here, locals and visitors alike now come to find quality shoes, apparel, community support, and equipment for walking, running, and triathalons. The store organizes group runs, walks, and mountain bike rides.

If you're in town on a Thursday, join Jones and the local running community for a 5k (We'll warn you though, this little club has already resulted in two weddings at the store!). If you prefer to take things slow, there is a walking group on Wednesdays too.

The Brick is located at 410 Main St, Danville, VA 24541 and is open Monday-Saturday from 10 am - 6 pm.

OFF THE BEATEN PATH

Did you know that the best views of Smith Mountain Lake are just around the corner?

Andy Bruns, Executive Director of the Smith Mountain Chamber of Commerce isn't biased, but he'll be the first to tell you, "Some of the absolute best views, and best hiking, is up Smith Mountain," in Pittsylvania County.

The **Smith Mountain Cooperative Wildlife Management Area** offers a dog-friendly 5.6-mile trail on a dirt service road to the top of Smith Mountain.

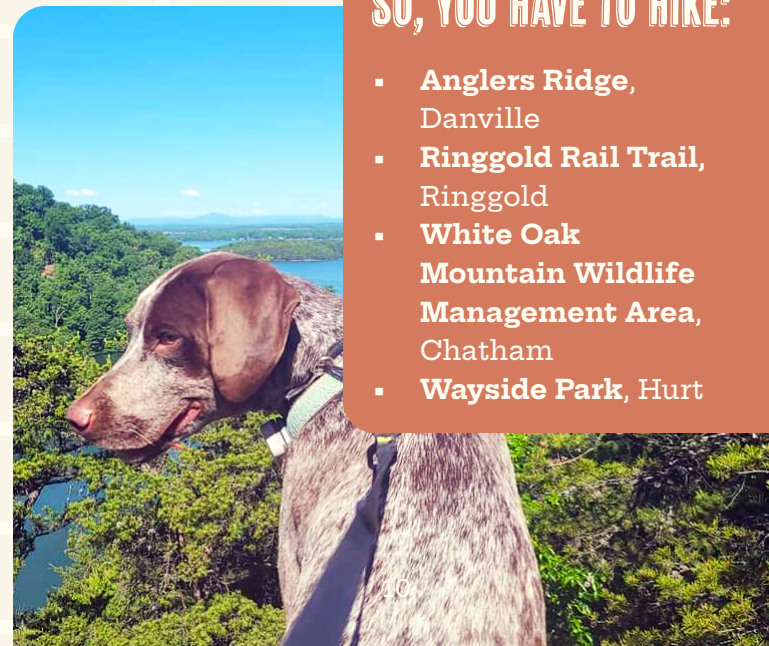
If the leaves are off the trees, you can see the lake and the dam from here. "Talk about gorgeous views," said Bruns.

This trail is quiet and great for hiking and horseback riding, but camping is not allowed. Hiking poles are recommended.

To get there take State Route 40 to Route 626 North. Then, turn onto Route 778.

SO, YOU HAVE TO HIKE:

- **Anglers Ridge**, Danville
- **Ringgold Rail Trail**, Ringgold
- **White Oak Mountain Wildlife Management Area**, Chatham
- **Wayside Park**, Hurt



READY TO RELAX?



There are so many special places to sit back and sip around here:

Attilo Vineyards and Winery in the Town of Hurt, is a father-son operation that produces finely crafted, award-winning wines. But, to get a glass you must make an appointment.

Call (434)-324-4160 to confirm your arrival time. Then, pack snacks and plan to enjoy the views from their large panoramic deck.

In the Town of Chatham, **The Homeplace Vineyard** sits on a tobacco farm turned vineyard that has stayed in Mary Smith's family for over 100 years.

"My dad was born and raised on the farm," said Smith. But when the tobacco industry started to fade out, she and her siblings decided to grow grapes. Twenty years later, The Homeplace Vineyard is producing 10-12 wines that are processed and bottled on site. The Homeplace Vineyard is located at 568 Rigney Circle, Chatham, VA 24531 and is open Thursday - Saturday from 12 pm - 5 pm.

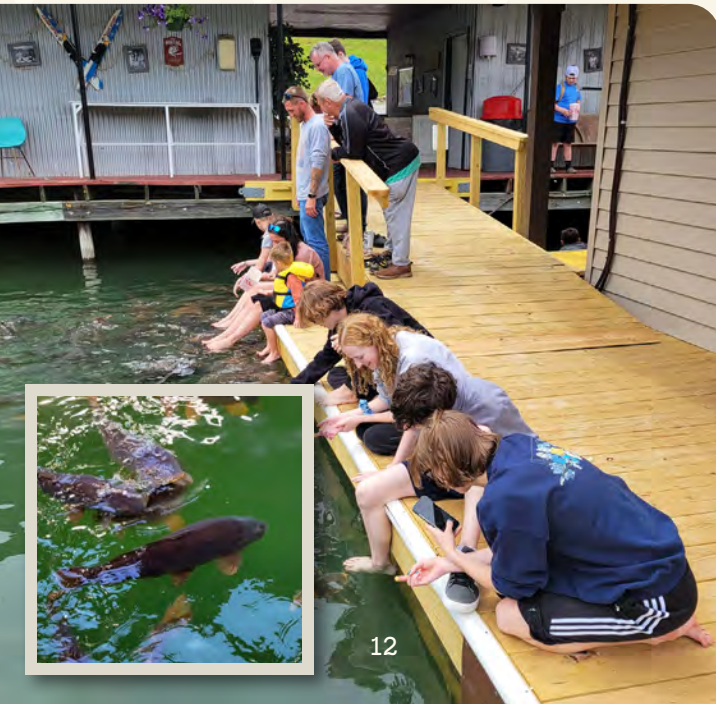
Head to **2 Witches Winery and Brewing Company** for a cheery good time. Julie Brown runs the winery and brewery with her husband, Ethan while her parents Marvin and Caren maintain the vineyard. 2 Witches often has live music and is located at 209 Trade St, Danville, VA 24541. Hours vary.

GET YOUR FEET WET AND GIGGLE

The Dock at Smith Mountain Lake is a great place to rent boats, fuel up, and take part in a surprising right of passage that goes back decades. Hundreds of giant grass carp hang around the marina, just waiting for visitors to dip their peanut butter-covered toes in the water.

“It’s not unusual to hear tons of screams, yelling, and whooping,” laughed Chris Baker, who manages The Dock at Smith Mountain Lake. “It’s so common; we’re used to hearing people screaming their heads off.”

First hand participation is even part of the job application process at The Dock! Buy peanut butter and popcorn for the carp and choose from hot dogs, wings, or pizza for yourself. The Dock at SML is located at 188 Locust Lane Penhook, VA 24137.



DAN RIVER FALLS: RENOVATIONS ON THE RIVER

Dan River Falls in Danville will be a modern and reimaged community hub. It was previously called the Old White Mill and was a major landmark for the region’s iconic textile industry. The building is undergoing an extreme makeover that features retail, restaurants, apartments, and offices.

Over 7 acres of land surrounding Dan River Falls will be the new Riverfront Park. It’s a work in progress, but possible plans include a connection to the bridge via the existing Riverwalk Trail, whitewater rafting, a kayak raceway, a splash pad, a playground, look-out piers, and an amphitheater.

“It’s been neat to see the transition from an old industrial city to what’s going on now. We have had the opportunity to do some pretty cool stuff.”

– Bill Sgrinia,
Director of Danville Parks
and Recreation

“It’s pretty exciting,” said Bill Sgrinia, Director of Danville Parks and Recreation. “When it comes to fruition, we’re going to change the whole landscape.”

Come back in 2025 to check it out!

MAKE A SPLASH!



Launch your boat in SoSi:

- Anglers Park, Danville
- Abreu-Grogan, Danville
- Leesville Lake Marina, Gretna
- Lake Burton, Chatham
- The Dock at SML, Penhook
- Lakeside Marina, Penhook
- Anthony Ford #4 VDWR Boat Ramp, Penhook
- Myers Creek Boat Ramp, Pittsville
- Leesville Dam #7 VDWR Boat Ramp, Gretna

SO MANY BOAT RENTALS:

- The Dock at Smith Mountain Lake Penhook – (540) 565-0222
- Smith Mountain Boat Rentals Penhook – (540) 915-6569
- Leesville Lake Marina Gretna – (434) 324-8500
- Abreu-Grogan Boat House Danville – (434) 799-5150

THE LURE OF FISHING



Gretna native Joey Thompson is known for his custom handmade lures. They are sold all across the country. But, even with all his travel, his favorite fishing spots are still here at home.

"I really like **Leesville Lake**," said Thompson. "It had the largest striper ever." Back in 2000, an angler caught the state record 53 lbs. 7 oz. striped bass in the Leesville Reservoir.

Thompson also likes fishing in **Burton Lake**. "It's all state regulated," he explained. "They don't let you keep any bass, so there's huge largemouth in that lake."

He credits his father for his love of fishing in SoSi. "Some of my best memories were here with him over the years," said Thompson.

Visit bit.ly/lures to purchase your own lures.

SHH...YOU DIDN'T HEAR IT FROM US

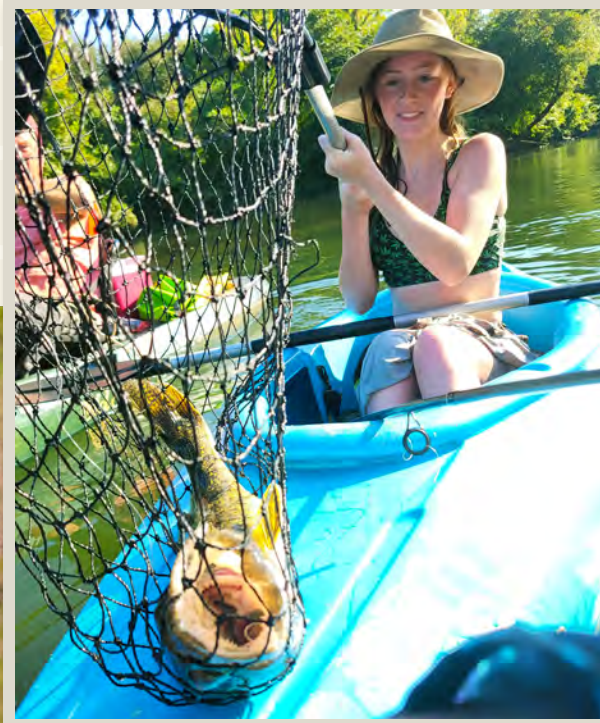
Want to know a secret? Local outdoorsman Jacob Taylor knows a place on the **Staunton River** where the fish are plentiful, and the views are serene.

"If my fishing buddy heard me telling you this right now, he would say "shut up Jacob," jokes Taylor. "It's on the edge of northern Pittsylvania County, and the nearest public access points are **English Park** and **Long Island Park**." Taylor says the 20-mile stretch between the two parks is where you want to go.



"It's ridiculous from a smallmouth bass fishing perspective," Taylor said.

If you see him on the water, just don't tell him we sent you!



"I love the variety of fishing opportunities available. They enable me to target a diverse collection of fish species throughout the year in the rivers and various impoundments of Pittsylvania County.

- Jacob Taylor,
Local Outdoor Enthusiast

SO, HERE ARE SOME OF OUR FAVORITE FISHING HOLES

We're not fishing for compliments or anything, but we really want you to know about these fin-tastic local spots to cast a reel.

- Dan River
- Leesville Lake
- Pigg River
- Staunton River
- Banister River
- Burton Lake
- Smith Mountain Lake
- Wayside Park Lake



Scan here to get your Virginia Fishing License.





DOG-FRIENDLY CAMPING

Leesville Lake Campground started with Tracy and Jeff Love's boxer lab-mix, Melody.

"She was a really, really bad puppy, so we taught her how to play frisbee in the backyard," laughed Tracy.

Before they knew it, Melody was a 5-time disc dog world finalist. As the Loves traveled for competitions and stayed at campgrounds across the country, they fell in love with the idea of owning one.

Their 40-acre campground has full hookups for RVs, and they host four Disc Dog Competitions every year.

Leesville Lake Campground is located at 3129 Gallows Rd, Gretna, VA 24557. Call (434) 818-1177 for reservations.

SO MANY PLACES TO PITCH A TENT:

- **Elkhorn Lake & Campground**, Java
- **White Oak Mountain Wildlife Management Area**, Gretna
- **Paradise Lake and Campground**, Keeling
- **Smith Mountain Campground**, Penhook

LOVELY LAVENDER FIELDS

Terri Dalton always liked essential oils, but she found lavender particularly interesting because of its many benefits. Lucky for her, she lived on a 93-acre farm. **Hometown Lavender** started with eight lavender plants, but with a little hard work, there are now 200+ lavender plants for visitors to pick.

"There's nothing else like this around here," Dalton said. "You don't see anybody mad that comes to a lavender farm."



Dalton invites visitors to walk around, sniff, smell, take family photos, and just relax.

On Saturdays from late May to late July, visitors can pick their own lavender or buy essential oil and dried lavender products made by Dalton.

Hometown Lavender is located at 1434 Ben Annie Road in Gretna.



FRESH PICKING IN SOSI

- **Hometown Lavender**, Gretna
- **Motley's Strawberry Farm**, Gretna
- **Owen Farm Tours**, Danville
- **Bachelor Hall Farms**, Danville

A FULL-SERVICE FARM



At **Owen Farm Tours** in Danville, David Owen and his entire family work 43-acres of farmland and actively engage with the community throughout the year. There's something going on in every season. From Easter egg hunts to farm tours, a corn maze and hayrides, to pumpkin picking and Christmas trees, every bit of this operation is growing, building, and showing folks how it all gets done.

"Each year it's progressed," Owen said. "We try to grow each year and come up with something new."

An idea that started on a whim between Owen and his late wife, Patty, has turned into a fun farm experience that now attracts families from across the country.

"We just wanted to show people, you can have fun outside," said Owen.

To promote all things Virginia-grown, Owen also opened the Owen Farm Market and sells peanuts, jams, and more. Plan to celebrate your birthday, send your kids to a summer camp, or even get married on this farm.

Owen Farm Tours is located at 1668 Silver Creek Rd, Danville, VA 24540.

A LITTLE TASTE OF SOMETHING SWEET



White Oak Mountain Honey and Betsy's Bee Stuff are staple finds at regional farmers markets and local stores.

Betsy East and her husband, Rusty, own White Oak Mountain Honey and Betsy's Bee Stuff and have approximately 100 local beehives.

They grow flowers, herbs, clover, and buckwheat on an old tobacco farm just for the bees. While you are out and about, look for honey, beeswax lotion bars, insect repellent, and anti-itch sticks made from these buzzing little buddies.

"It's sweet, rewarding, and yes, 'I get stung,'" Betsy East says, laughing.

You can buy honey and more at www.betsysbeestuff.com.



“Not only can you get some good shopping done at the Danville Farmer's Market, but you can get your groceries for the week while you're visiting.”

– Amy Davis, Moses Mill Farm

LOCAL PROVISIONS

May we suggest that you start your Saturday morning with a trip to the **Danville Farmer's Market**?

"It's so fun," Amy Davis said. "You get a good feel for the local color, and you're going to find people from all walks of life."

Davis is a biochemist turned farmer that

focuses on a kinder, gentler way of farming using generative agriculture. She owns **Moses Mill Farm** in Chatham and sells beef, pork, and chicken at the Danville Farmer's Market.

She uses her science background to create skin products from her farm's goat milk.

Davis says the beauty of the farmer's market is that there is plenty of variety — even in the winter.

TO MARKET, TO MARKET

In Danville, the spring and summer Farmer's Market operates every Saturday from May through October. In July and August, the market is also open on Wednesday afternoons. In the winter, the Danville Farmer's Market is open every Saturday, January through March from 9 am to 1 pm (weather permitting). The Danville Farmer's Market is located at 629 Craghead Street.



The **Virginia Grown Farmer's Market** at the **Olde Dominion Agricultural Complex** is open from 7:30 am to 12:00 noon every Saturday morning May-October.



FAMILY FUN AT FUNKY FLEECE FARM

Amanda Chaney and her daughter wanted a fourth dog, but when her husband said no she started sending him random animal ideas to add to the family as a joke. However, when she landed on alpacas, she couldn't let it go.

The Chaney's now have sixteen alpacas at **Funky Fleece Farm**, their 44-acre property in Gretna, Virginia.

While the alpacas produce a soft, hypoallergenic and flame-retardant fleece, this farm is about more than raw materials or production.

Chaney wants visitors to spend time with the animals.

"It's very therapeutic. You can snuggle with them and see how soft they are," she said.

When you visit, Chaney will want you to get in the pen with the alpacas, to feed them, to get to know their personalities, and to pet them as much as you like.

So, what about that fourth dog?

"Our alpaca's have a dog of their own. They needed a guard dog," explained Chaney. "So we did get another dog, for them."

Funky Fleece Farm is located at 2657 Galveston Rd, Gretna, VA 24557. Call 434-851-8103 for an appointment.



PICK OF THE CROP

When you visit **Kallan Farms** you may be surprised to be greeted by Gertie, the 200 lb. Japanese Pot Belly pig guarding the grounds.

"We call her our dog," Kaleigh Dinoto said. "She walks around the property wherever she wants."

Dinoto runs this 2.5-acre chemical-free farm with her brother, Dylan, and she encourages visitors to explore, ask questions, and get a behind the scenes look at how a sustainable farm works.

"It's a cool way to get your hands dirty but not really get your hands dirty," Kaleigh said.

She has a background in sustainability and her brother Dylan worked in Chemistry before they decided to put down roots in Danville where they now practice market gardening on the farm.



The siblings pursue intensive planting and seek to feed a bunch of families and provide for the community.

"I love being able to provide people with food that is not sprayed or processed," Kaleigh said.

You can get Kallan Farm produce at the Danville Farmer's Market, but you can also visit the farm. Bring your family to harvest their own produce, hike the private trails, and spend time with the animals.

Hot tip: Gertie likes treats.

Visit www.kallanfarm.com to plan your visit.



JUMP START YOUR ENGINE AT VIRGINIA INTERNATIONAL RACEWAY

“We are the only track of this caliber in the Mid-Atlantic. It's a massive feather in the cap of Southside Virginia, really for all of Virginia, to have VIR in our market.

– Mike Rose, Director of Marketing, VIR

The **VIRginia International Raceway (VIR)** was America's first “Motorsport Resort,” and it continues to surprise and delight visitors daily.

VIR is one of the top road courses in America. Every year they host multiple spectator events including the SRO GT World Challenge, the IMSA Michelin GT Challenge, and the VA is for Lovers Grand Prix, which is televised live.

But visitors can do more than just watch others drive fast. This unique facility offers a combination of a world-class racetrack, lodging, camping, dining, skeet, pistol, and rifle range shooting, off-roading, karting, and more.

If you want to get in on the action, check out the **VIR Kart Track** where visitors can drive a kart at up to 50mph on a state-of-the-art 5/8 mile circuit. These little machines have nine-horsepower engines.

Learn more at www.virnow.com.



“We just love people. It's amazing to meet so many, and so many different types of people from all over.

– Tammy Shelton,
Red Oak Hollow ATV



OFF-ROAD DELIGHTS

When Tammy Shelton's father, JD, retired, he decided to make trails on his farm in Keeling. He soon turned 350 acres into 25-plus miles of trails. Now, at nearly 80 years old, JD keeps himself busy with **Red Oak Hollow ATV**.

“He loves it,” said Shelton. “He maintains the trails himself and won't ask for help.”

It's a kid-friendly attraction where you can bring your own ATVs, side-by-sides, dirt bikes, or off-roading vehicles and spend hours on the trails.

“The little ones just want to feel like they're as big as the adults,” said Shelton.

There are lots of twists and turns and a mud play area. Shelton says, “Some people just cruise around the farm to take in the beauty and end up all day there.”

Red Oak Hollow ATV is located at 18441 Old Richmond Rd, Keeling, VA 24566 and is open Thursday – Saturday 10 am – 8 pm and on Sunday 1 pm – 8 pm.

AGRI-VENTURES

Agriculture has long been the backbone of Pittsylvania County's economy, and there's no better way to see what it is all about than at the **Olde Dominion Agricultural Complex (ODAC)** in Chatham, Virginia.

This visionary facility was created by local farmers who wanted a place to support and promote regional agriculture, including agricultural entertainment. The Olde Dominion Agricultural Foundation owns and operates this diverse complex that hosts and attracts a wide variety of industry and entertainment events including tractor pulls, rodeos, motocross events, barrel

racing, horse shows, monster truck rallies, cattle sales, and more.

This multi-purpose event facility includes a conference center, a 53,000-square-foot indoor arena, a covered warm-up arena, an outdoor warm-up arena, horse stalls, and a cattle barn. It is home to year-round events, competitions, and educational gatherings.

ODAC also hosts the **Virginia Grown Farmer's Market** every Saturday morning, May through October, and many other community focused events throughout the year.

Visit www.theodac.com to plan your visit.



“What started out as something we thought was just going to be fun is now a family tradition.”

– Daniel Lanier, Tru Grit Rodeo



READY, SET, RODEO

Are you ready for barrels of fun? Take the family to see a **Tru Grit Rodeo** bull riding event at **Lucky L Arena** in the Town of Hurt.

“It’s fun and clean family entertainment,” said Daniel Lanier.

He and his wife, Erin, took over the family business from his father in 2008. Lanier was a rodeo clown traveling North America and the 2008 Southern Extreme Barrel Man of the Year when he hung up his hat and picked up a microphone to become an announcer and producer for rodeo events.

“To be able to bring the entertainment that I had grown up loving my entire life, is something that is very hard to put into words,” Lanier said. “But the one thing that I learned is that as long as I’m having fun, they’re having fun. And, well, I’m always having a good time if we’re at the rodeo!”

You can see Tru Grit rodeo in action at ODAC or Lucky L Arena.

Visit www.truegritrodeo.com for more.



WELCOME TO WAYSIDE PARK

There's a lot to love about **Wayside Park** in the Town of Hurt. And, it's not just the popular Virginia LOVE sign.

"We are a rural county that has an asset in the outdoors," said Justin Price, Pittsylvania County Director of Parks and Recreation.

Wayside Park runs along **Sycamore Creek** where visitors can swim and fish. It's a destination park on more than 50 acres and offers hiking trails, a historical swinging bridge, a zipline, pickleball courts, and an



Ringgold Rail Trail ▪ Walk or bike along this 5.5-mile trail that follows part of the right-of-way of the old Richmond and Danville Railroad.



Dan Daniel Memorial Park ▪ This beloved park offers ballfields, walking and nature trails, picnic shelters, mountain bike/hiking trails, Riverwalk trail access, soccer/football fields, a playground and the **Philip Wyatt Skate Park**. It is also home of two baseball teams, the **Danville Otterbots** and the **Danville Dairy Daddies**, as well as a local Veterans Memorial.



amphitheater. You can also rent the pavilion at the park.

"If you have an opportunity to come through Danville or Pittsylvania County, you should definitely stop by Wayside Park," said Price. You can visit Wayside Park at 1678 Main Street, Hurt, VA from dawn until dusk.

Go to VisitSosi.com for more information.



Ballou Park ▪ Check out the ball fields, tennis courts, picnic shelters, playground, a 27-hole disc golf course, softball/baseball fields, tennis courts, and nature trails.



Evans Park ▪ Explore 150 acres of un-paved walking trails on this scenic former tobacco farm.



SO LONG, BOREDOM



YEAR-ROUND EVENTS

March

- Tru Grit Extreme Bull Bash Event
Olde Dominion Agricultural Complex
Weekend Event
- Green Monster 12 Hour Run
Anglers Park
Fourth Saturday in March

May

- HyperFest
VIRginia International Raceway
Third Weekend in May
- Gretna Strawberry & Wine Festival
Olde Dominion Agricultural Complex
Saturday in May
- Festival in the Park
Ballou Park, Danville
Saturday in May

June

- Ellie-Buck Memorial Bull Bash
Lucky L Arena, Hurt
Friday and Saturday in June



- Free Fishing Days
Commonwealth-Wide Event
Three Days in June
- Danville's Children Festival
Carrington Pavilion
Third Saturday in June

July

- Danville's Fourth of July Celebration
Carrington Pavilion
July 4th

August

- Truck & Tractor Pull
DPC Fairgrounds, Ringgold
Second Saturday in August
- Michelin GT Challenge and Virginia is for Lovers Grand Prix
VIRginia International Raceway
Last Weekend in August

September

- Danville-Pittsylvania County Fair
DPC Fairgrounds, Ringgold
Third Week in September



Events are subject to change. Check out VisitSoSi.com for the latest information.



Ongoing

- Flip Flop Friday
The Homeplace Vineyard
May – September, Second Friday of each month, 6 pm - 10 pm
- Danville Dairy Daddies
Dan Daniel Memorial Park
May – July Season
- Danville Otterbots
Dan Daniel Memorial Park
June – July Season
- Music at the Market Concert Series
Danville Community Market
July – September, Second Thursdays of the month. All shows start at 7 p.m.
- Danville Farmer's Market
629 Craghead Street, Danville
Open Saturdays Year-round
- Bridge Street Food Truck Rodeo
Bridge Street, Danville
Twice a Year (Fall and Summer)

DANVILLE VISITOR CENTER

645 River Park Drive
Danville, VA 24540
Open 7 days a week
9 a.m.-5 p.m.

SO MUCH
TO SEE,
SO MUCH
TO DO.

VISITSOSI.COM



VIRGINIA IS FOR
OUTDOOR LOVERS™