

# WELCOME

## Welcome to Virginia's Blue Ridge, America's East Coast Mountain Biking Capital!

For those seeking a rich mix of culture and outdoors, Virginia's Blue Ridge boasts the largest metropolitan center in the Blue Ridge Mountain chain, adding a surprising vibrancy to the serene splendor and outdoor adventure in Virginia's Blue Ridge Mountains. Visit Virginia's Blue Ridge (Visit VBR) is the official regional destination marketing organization, promoting the cities of Roanoke and Salem and counties of Franklin, Roanoke and Botetourt.

The region is easily accessible by Interstate 81, the iconic Blue Ridge Parkway, Amtrak's Northeast Regional Route (RNK) and the Roanoke-Blacksburg Regional Airport (ROA).

Partnering with you is an honor. We're excited to work with you to extend the knowledge of Virginia's Blue Ridge as a must visit metro-mountain destination in Virginia through your social media platforms, website and articles.



BOTETOURT COUNTY



CITY OF ROANOKE



CITY OF SALEM



FRANKLIN COUNTY



ROANOKE COUNTY

To help you introduce Virginia's Blue Ridge to your audience, we've created phrases and descriptions you're free to use to help spread the message of the region. We encourage you to use "Virginia's Blue Ridge" as often as possible when referring to the Roanoke Valley region.

"[business name] in Virginia's Blue Ridge."

"[town] in Virginia's Blue Ridge"

"Our location in Virginia's Blue Ridge."

"Virginia's Blue Ridge is the largest metropolitan area along the Blue Ridge Parkway in Virginia."

"Virginia's Blue Ridge is everything you want in a mountain destination, plus a few surprises!"

"Learn more about the unique experiences you can have in Virginia's Blue Ridge"

"Nestled in the heart of the mountains, Virginia's Blue Ridge offers a mix of exciting adventures with an authentic culture."

"Virginia's Blue Ridge features breathtaking scenic beauty, thrilling outdoor adventures, mouth-watering cuisine, inspiring arts & culture, and luxurious, affordable accommodations."