



**NEWS RELEASE
FOR IMMEDIATE RELEASE**

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PURCELLVILLE HAS LAUNCHED “PURCELLVILLE STRONG”

PURCELLVILLE, Va. April 16, 2020 — To assist in keeping the community connected and active during the period of unprecedented change due to COVID-19, the Purcellville Parks and Recreation Division has launched a series of virtual events and activities on the [Purcellville Parks and Recreation Facebook page](#). The Purcellville Strong initiative was created to celebrate the incredible strength and resolve of the Purcellville community, and that we can remain united even though we cannot physically gather together.

Daily posts, published on the Purcellville Parks and Recreation Facebook page, offer a variety of recreational activities focusing on art, nature, history, wellness, and more. Some of the activities already shared include Bird Bingo, Superhero Saturday, Wacky Hair Day, Exploring Nature with Your Senses, and Furry Friends. There is also a Purcellville Strong coloring page that people can print, color, and share within that post. One of the designs will be selected to be printed on t-shirts. Watch for these posts daily at 10 a.m.

In addition to the activities, the Purcellville Strong initiative is also featuring Purcellville’s businesses, non-profits, local art, culture, and places. These segments are called “Around Town Tuesday” and “Feature Friday.” The first “Feature Friday” on April 10 highlighted Magnolia’s at the Mill. The first “Around Town Tuesday” on April 14 featured the Chapman DeMary Trail with a video of wildflowers in bloom. On Friday, April 17, Hunt Country Jewelers will be highlighted on “Feature Friday.” Businesses, organizations, musicians, and artists interested in participating shall reserve a date and record a short video to be published on the Purcellville Parks and Recreation Facebook page. The video can be of a demonstration (i.e. cooking, quilting, fitness, etc.), a virtual tour of the business or organization, a live or recorded music performance, an art demonstration, a behind-the-scenes tour, or an interview. To participate and reserve a date, [sign up online](#).

The Town invites all to participate in the virtual events and activities presented on the [Purcellville Parks and Recreation Facebook](#) page and to take part in the fun, encourage and support each other, and show how our community remains united and strong during this challenging time.

Together we will remain Purcellville Strong.

The Town of Purcellville, Virginia

“Purcellville-your small Town, where history and progress intersect and people prosper,” is an award-winning town of over 10,000 residents located in Loudoun County, approximately 50 miles west of Washington, DC. Having received the prestigious Siemens Sustainability Award for Small Communities, Purcellville continues to be honored for its green initiatives with most recently being the Tree City USA recipient for the 12th year. The Town was reaffirmed as a AAA rated community by S&P Global Ratings, the highest credit rating possible, and is ranked “Safest City” in Virginia in 2020. Once a stop along the W&OD rail line, which has been converted to a multi-use trail from Alexandria, VA to Purcellville, the Town has maintained its historic old-town feel through the restoration and maintenance of its many downtown structures, reflecting the Victorian architecture popular during the early 1900s. Today, Purcellville is the economic hub of western Loudoun County and a popular weekend destination for antiquing, equestrian activities, farmer’s markets, wineries, breweries, distilleries and restaurants. More info at www.purcellvilleva.gov.

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