



NEWS RELEASE

Amie Ware, Division Manager
Parks and Recreation Division

FOR IMMEDIATE RELEASE

aware@purcellvilleva.gov, 571-308-5480

BUSINESS AND NON-PROFIT ORGANIZATIONS INVITED TO PARTICIPATE IN CELEBRATE PURCELLVILLE FOR FREE

PURCELLVILLE, VA, September 7, 2021 — Businesses and organizations in Purcellville may participate in Celebrate Purcellville **for free!** The Town of Purcellville and the Purcellville Parks and Recreation Advisory Board re-evaluated the event and decided to forgo the registration fee. Businesses that have a current Town of Purcellville business license and non-profits located within the incorporated town limits may now [register online](#) for free! Applications are due September 17, 2021.

WHAT IS CELEBRATE PURCELLVILLE?

Celebrate Purcellville is a new, week-long, town-wide event will be held October 4-10, 2021. It is designed to encourage citizens near and far to visit the Town of Purcellville to shop at local businesses, enjoy local food and beverage options, tour the town, and enjoy live music and activities. There will be a Celebrate Purcellville passport that citizens may take to participating businesses and organizations to be stamped and to get a special offer from those businesses and organizations from October 4 - 10, 2021. Passports with a minimum of 10 stamps can be turned in by October 10 for a chance to win a prize. Winners will be announced on Sunday, October 10 during the event finale in Dillon's Woods.

HOW DO I REGISTER MY BUSINESS/NON-PROFIT FOR CELEBRATE PURCELLVILLE?

Businesses and organizations that participate in Celebrate Purcellville will be listed on the Celebrate Purcellville web page and in the Celebrate Purcellville passport. Participating businesses and organizations will have special offers, discounts, coupons, or other giveaways for those who present their Celebrate Purcellville passport during the week-long event. Please see the [webpage](#) for additional information and to apply.

SPONSORSHIP OPPORTUNITIES AVAILABLE!

In addition to participating in Celebrate Purcellville, businesses and organizations may sponsor the week-long event to get additional recognition. There are sponsorship levels ranging from \$100 to \$1,500. Email events@purcellvilleva.gov for details.

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 13th 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.

###