



**For Immediate Release
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Page County Welcomes Appalachian Outfitters to Luray

Luray, VA – Tomorrow, April 11th, at 10:00 AM, the Luray-Page County Chamber of Commerce, Town of Luray, and County of Page will gather at 2 West Main Street in Luray to celebrate Appalachian Outfitters with a ribbon-cutting. The store, formerly known as Appalachian Outdoors Adventures, has new owners, Gigi and Jack Foster.

The Foster's fell in love with the Town of Luray and the clientele of the store. Gigi started shopping at the store years ago, later working there. Gigi says that Appalachian Outfitters will have the same inventory customers have come to know and love with some additional products to expand their shoe department and a few other lines. The Outfitters looks to act as an information center for outdoor recreation in Page County for experiences on the river, rock climbing, mountain biking, and more.

The store is open daily from 10:00 AM-6:00 PM on weekdays and, beginning in May, from 9:00 AM-7:00 PM on Friday and Saturday and Noon-7:00 PM on Sunday. Join Gina Hilliard, President of the Luray-Page County Chamber of Commerce and Morgan Phenix, Chairman of the Page County Board of Supervisors, to celebrate continued business growth in the Town of Luray. Representatives of the Town Council will join Bill Schumacher and Mark Leach, members of the L-PCCC Board of Directors, and Mike Uram, Stanley Town Councilman and Ambassador of the Chamber of Commerce, for the event.

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If you would like additional information on this topic, contact Gina Hilliard at (540) 743-3915 or gina.hilliard@luraypage.com.