**Luray – Page County Chamber of Commerce**



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**Flotzie’s Soft Serve Ice Cream Grand Re-Opening & Ribbon Cutting**

**Luray, VA** – The Luray-Page County Chamber of Commerce was excited to celebrate the re-opening of Flotzie’s Soft Serve Ice Cream, which is under new ownership, with a fun ribbon cutting ceremony.

“Everyone is excited to see Flotzie’s reopen for the remainder of the season. We’re especially excited to see that the new owners are keeping the same welcoming environment that Flotzie’s has always provided. We here at the Chamber are wishing them nothing but success in the years to come”, said Regina Hilliard, President of the Luray-Page County Chamber of Commerce.

Flotzie’s Soft Serve Ice Cream has been serving up sweet treats for the past 20 years. After being closed for most of the 2023 season, Jimmy Martz and his wife Annetta decided to take a risk and buy the business. Jimmy recently retired after more than 41 years of working with Norfolk Southern. Deciding what he wanted to do with his retirement, he remember that Flotzie’s had been closed since last year and took a chance to check on it. When he saw that it was for sale, him and Annetta took the chance and purchased the business, repaired what needed to be fixed, and reopened at the end of June. When asked about re-opening Jimmy said “I knew Flotzie’s was still closed, and something just drove me to check on it…and me and Brian (former owner) just clicked.” “We literally did not change anything about this business,” Jimmy said. “If it’s working, why would you change it.”

During the ribbon cutting ceremony, we were honored to be joined by President of the Luray-Page COunty Chamber of Commerce Regina Hilliard, Membership Development & Engagement, Clancey Arnold, , Mayor of Luray Jerry Dofflemyer, Luray Town Council Members Jason Pettit, Ron Vickers, and Alex White, Page County Commissioner of the Revenue Becky Smith, members of the Martz family, as well as over 50 of their friends and other members of the community.

Flotzie’s Soft Serve Ice Cream is located at 1034 US Highway 211 West, Luray. Their hours of operation are Mondays-Thursday 12:00-9:00 pm, Saturdays from 12:00-9:30 pm, and Sundays 1:00-9:00 pm. You can visit their [website](https://www.facebook.com/flotzies/), or email them at annetta@pagecounty.k12.va.us. For more details on the ribbon-cutting, contact the Luray-Page County Chamber of Commerce at [events@luraypage.com](mailto:events@luraypage.com).