



**For Immediate Release**  
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## **Switz-Mix Records Grand Opening & Ribbon-Cutting**

**Luray, Virginia** - Switz-Mix Records opened at 183 Blue Bell Avenue in Luray in November of 2015. Beginning with only weekend hours, the store originally laid claim to over 20,000 lps and close to 5,000 45s in stock. With their Grand Opening less than a week away, they have already doubled their stock of 45s to more than 12,000 of those as well. Not everything is marked and ready to walk out the door though, customers should be aware that of their stock, only 6,500 lps and 2,500 45s are marked and ready for new homes. Additionally, with the spring and summer tourist season quickly approaching, the store will be extending their hours around the 1st of May to include Thursday-Monday from 11:00 AM-6:00 PM.

The Switzers began collecting records on their honeymoon, over 22 years ago, and dreamed of one day opening a store. Last spring, Tina Switzer began buying collections and decided to open the businesses in a property the family already owned. Business has been doing well since they first opened in November and, with Record Store Day on the 16th, the owners believe there is no time like the present for their Grand Opening. The event will run from 10:00 AM-8:00 PM at the store with the ribbon-cutting first thing at 10:00 AM. The attendance list already includes the Town of Luray's Mayor, Barry Presgraves, Town of Luray's Manager, Charlie Hoke, Town of Luray's Councilman, Jerry Schiro and John Meaney, Chairman of the Page County Board of Supervisors, Johnny Woodward, and District 3 Supervisor, Mark Stroupe. Gina Hilliard, President of the Luray-Page County Chamber of Commerce, will be organizing the ribbon-cutting that morning.

The owners of Switz-Mix Records are currently finalizing their musicians and are planning to have Ida Stretch, an Irish/Celtic group, and a singer-songwriter named Brent Funkhouser performing throughout the day. There will be light refreshments, such as snacks and sodas, for guests to enjoy and the owners are looking forward to celebrating the day with the town! The Chamber invites everyone to attend this festive day and to welcome our very own record store to the area!

For questions or more information, contact Gina Hilliard, President, at the Luray-Page County Chamber of Commerce, 540-743-3915.