



## WHAT'S NEW IN WINSTON • SALEM, NC

North Carolina's city of arts and innovation, Winston-Salem is a feast for the thinking traveler. Evolved from its traditional Moravian, tobacco and textile roots into a thriving city gaining popularity as the gateway to the Yadkin Valley wine region, North Carolina's first and largest American Viticultural Area (AVA), Winston-Salem is a city that boasts a rich history and impressive culinary scene reflective of its Southern heritage. Learn more at [www.VisitWinstonSalem.com](http://www.VisitWinstonSalem.com).

 [Visit Winston-Salem](https://www.facebook.com/VisitWinstonSalem)  [VisitWS](https://twitter.com/VisitWS)  [VisitWinstonSalem](https://www.instagram.com/VisitWinstonSalem)

### A "NEW" OLD SALEM

Old Salem Museums & Gardens, a unique living history site with a tactile-driven, immersive visitor experience, is now offering a series of fun, hands-on activities. On any given day, visitors have the opportunity to witness historic trades performed by talented craftsmen, actively participate in hands-on activities that recreate Moravian crafts, and glimpse into the everyday life of Moravians by experiencing the domestic skills they honed. Guests can try their hand at pottery, quilting, shoemaking, coffee roasting and more. Old Salem has also launched an initiative called Hidden Town Project to research and highlight the history of a community of enslaved and free Africans and African Americans who once lived in 18<sup>th</sup> and 19<sup>th</sup> century Salem, North Carolina. The Hidden Town Project tracks the effects and legacy of enslaved people from the inception of Salem itself in 1766 through the Jim Crow Era and into the 21<sup>st</sup> Century. These histories involve the complicated use of slavery and enslaved people to build the town and their contribution to the mercantile prosperity of Salem.

<http://www.oldsalem.org/learn/town-of-salem/hidden-town-project/>

### HISTORIC HOTELS

Winston-Salem is a city founded on a rich history. Here, it's easy to see the area's dedication to restoring historic buildings through their impressive line-up of notable hotel options available around downtown. The Kimpton Cardinal Hotel, located inside the historic, 1929 R.J. Reynolds building, is the iconic Art Deco structure that is the prototype for the Empire State Building. Blocks from The Cardinal, The Pepper Building, a remarkable, six-story brick building built in 1928, will soon be transformed into a Hotel Indigo later in 2018. Built in 1837 as a cotton mill, The Historic Brookstown Inn, just steps from Old Salem, is a charming getaway for couples and families alike. And just outside of downtown, the 85-room Graylyn Estate offers guests modern, sophisticated accommodations in an 1874 historic residence.



#### Contacts:

Brittany Norton, VWS PR Manager | [brittany@visitwinstonsalem.com](mailto:brittany@visitwinstonsalem.com) | 336-728-4229  
Sarah Weaver; Hayworth Public Relations | [sarah@hayworthpr.com](mailto:sarah@hayworthpr.com) | 404-220-9539

## "FIRSTS THAT LAST" IN WINSTON

Winston-Salem is renowned for its dedication to fine arts, theater, technological research and entrepreneurship – an intriguing combination that makes the state's fifth largest city a favorite destination for an eclectic group of travelers. Whether it's your first bite of handmade, whisper-thin, Moravian Cookie at Mrs. Hanes' Moravian Cookies, your first "kerplunked" piece of art work from a refurbished cigarette machine called Art-o-mat, or your very first Easter Sunrise Service in God's Acre cemetery, you'll be sure to experience at least one "first that lasts" in Winston-Salem.

### **REYNOLDA REVEALED**

Discover the grand second century of one of Winston-Salem's most beloved attractions, Reynolda Estate. Recognized by Town & Country magazine for putting Winston-Salem on "every culture vulture's list," historic Reynolda House Museum of American Art, the 1917 country estate of R.J. Reynolds and wife Katharine, is equal parts garden sanctuary, art museum, cultural attraction, and living history. One of the Southeast's premier American Art museums, Reynolda House is nestled five minutes from downtown Winston-Salem in the center of historic Reynolda Mile. This storied home-turned-museum invites you to experience an expanded, insider's glimpse into the entire estate through the new app, Reynolda Revealed.

### **CRAFT DRAFT CRAWL**

As the historic birthplace of North Carolina's first microbrewery distillery (Single Brother's House in Old Salem), the state's first pour-your-own craft beer wall and home to Foothills Brewing's wildly popular Sexual Chocolate, Winston-Salem knows a thing or two about beer. Winston-Salem is home to a plethora of breweries, four of which are located downtown and within walking distance of each other making it easy for you to pick your starting point and create your own "Craft Draft Crawl." Indulge in brews from Foothills Brewing, Small Batch Beer Co., Wise Man Brewing and Fiddlin' Fish Brewing Company. – all serving up small batch, specialty brews and seasonal varieties. Just outside downtown is Hoots Roller Bar & Beer Co., one of several businesses open in the historic West End neighborhood, including the new Joymongers Barrel Hall which ages beer in bourbon and whiskey barrels. And Westbend Winery & Brewery, (first winery in the Yadkin Valley Wine Region, North Carolina's first and largest AVA), offers the best of both worlds: craft beer and wine! Coming Sept. 1, 2018, Winston-Salem's eighth brewery, Incendiary Brewing, will open its doors in one of the historic R.J. Reynolds Tobacco Company smokestacks.

### **THE MORAVIAN CULINARY TRAIL**

Winston-Salem offers a virtual culinary trail series that celebrates our deep Moravian food roots. The three-part trail starts with the whisper-thin Moravian cookie (voted "Oprah's favorite"), continues with our famous Moravian Chicken Pie (not to be confused with pot pie!) and ends with buttery and slightly sweet Moravian sugar cake. Since settling here more than 250 years ago, we've seen Moravian influences grow throughout our city. Now, you can enjoy Moravian ginger-cookie-scented candles and tea at local bakeries and shops. Even local brewery, Foothills Brewing taps into Moravian traditions with their annual holiday release of Moravian Porter (coming soon!)

### **Happenings in Winston-Salem:**

- **55<sup>th</sup> Annual Piedmont Craftsmen Fair**  
The 55th Piedmont Craftsmen's Fair showcases the works of more than 100 fine artists and craftsmen from across the Southeast. Meet the craftsmen, share the inspiration behind the art, and view artist demos of craft techniques while in the heart of downtown Winston-Salem and the newly reinvented Benton Convention Center. All day, every day, visitors can browse collections of stoneware, porcelain, earthenware, delicate graphic designs and more inside the Piedmont Craftsmen Gallery located in the Downtown Arts District. Today, visitors. **(November 17-18)**
- **Leaf Peeping Treks**  
Winston-Salem's position in the Piedmont means fall foliage sees its peak later and longer than most other destinations. Take advantage of the longer foliage season with a self-guided winery tour through the nearby Yadkin Valley wine region (largest in NC) where llama trekking and romantic hot air balloon rides are perfect for spotting the changing of the leaves. Outdoor enthusiasts can cycle the urban Salem Greenway, practice yoga on Stand Up paddleboards, or hike the iconic Pilot Mountain this fall. <http://visitwinstonsalem.com/fall>
- **Historic Holiday Traditions**  
Experience more than 250 years of history when you spend your holiday season in Winston-Salem. Historic holidays in Winston-Salem are filled with the spirit of nostalgia, the warmth of hearth Moravian cooking, the twilight of candlelight tours and excitement of holiday celebrations for the entire family. Tour historic homes, enjoy captivating performing arts, and find the perfect holiday finds at special shopping events. A fun, fit way to ring in the holidays? The 35<sup>th</sup> annual Mistletoe Run 5K and Half Marathon winds through historic neighborhoods, and runners enjoy showing their Christmas spirit in jingle bells, santa hats, and more. <http://www.visitwinstonsalem.com/holiday>

