

CRUSH FRIDAY

VIRGINIA IS FOR LO♥ERS®

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THINGS TO DO - *Crush Friday in Abingdon*

Are you ready to CRUSH your Fridays?



Last year 54% of Americans left a total of 662 million vacation days unused. What would you rather be doing- working or taking a day off to go biking on a mountaintop?

American workers- especially Millennials- are bad at taking a break. Blame it on the fact that many are just starting their careers and are eager to impress. Blame their smaller budgets. But mostly, blame the internet. Because employees can always log on, they've forgotten how to log off. The irony is that if they had stepped away from their laptops to hit the beach or take a hike, they would be more creative, more productive and more likely to get a promotion.

Try it for yourself. Ask your boss for a day off. It's time to take a well-deserved day—and crush it.

Come experience how much better your Friday can be when you trade 8 hours of work for 24 hours to [experience all Abingdon has to offer.](#)

[BOOK YOUR ROOM](#)

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CRUSH FRIDAY 3-DAY ITINERARY



Last year 54% of Americans left a total of 662 million vacation days unused. Don't be one of those people. It's time to take a well-deserved day off – and crush it. Take off Friday and spend three days in Abingdon, where it's always play time.

Friday

Check in to one of Abingdon's adorable downtown vacation rentals like Park Street Guest House, then leave your car there – you can walk to great restaurants and entertainment, all within a few blocks.

Abingdon is the trailhead for the famous [Virginia Creeper Trail](#), a former railroad line that used to carry coal and lumber down from the mountains of SW Virginia. Now it's a popular biking and recreation trail that travels 34 miles through beautiful mountain scenery, over dozens of trestle bridges.

[BOOK YOUR ROOM](#)

Head to [Wolf Hills Brewing](#) for live music, craft beer, and food truck cuisine from Toni's Hawaiian Tacos. Try the Wolf's Den IPA or Martha Washington ESB (the first beer to be served at the Martha Washington Inn post-Prohibition), some of the dozen or more beers that pay homage to Abingdon's 250-year history.



[Get more ideas for how to CRUSH Friday in Abingdon.](#)



CRUSH Friday with these trip ideas

Take a mellow float trip with [Adventure Mendota](#), offering kayak rentals on the North Fork of the Holston River. This Class I/Class II river is perfect for recreational kayaking; the water's gentle flow ensures your first kayak trip will be as good as your next ten. No experience necessary.

Climb nearly 500 routes at the recently opened Hidden Valley Lake, or try some of the best bouldering in Virginia at Grayson Highlands State Park. Don't panic if you forgot something, local outfitter [Highlands Ski and Outdoor Center](#) has you covered. They'll even loan you replacement gear if you have a problem covered by warranty, so you don't have to miss a moment of your trip.



Who says you can't be in two places at once?

Crush Friday

CRUSH
FRIDAY

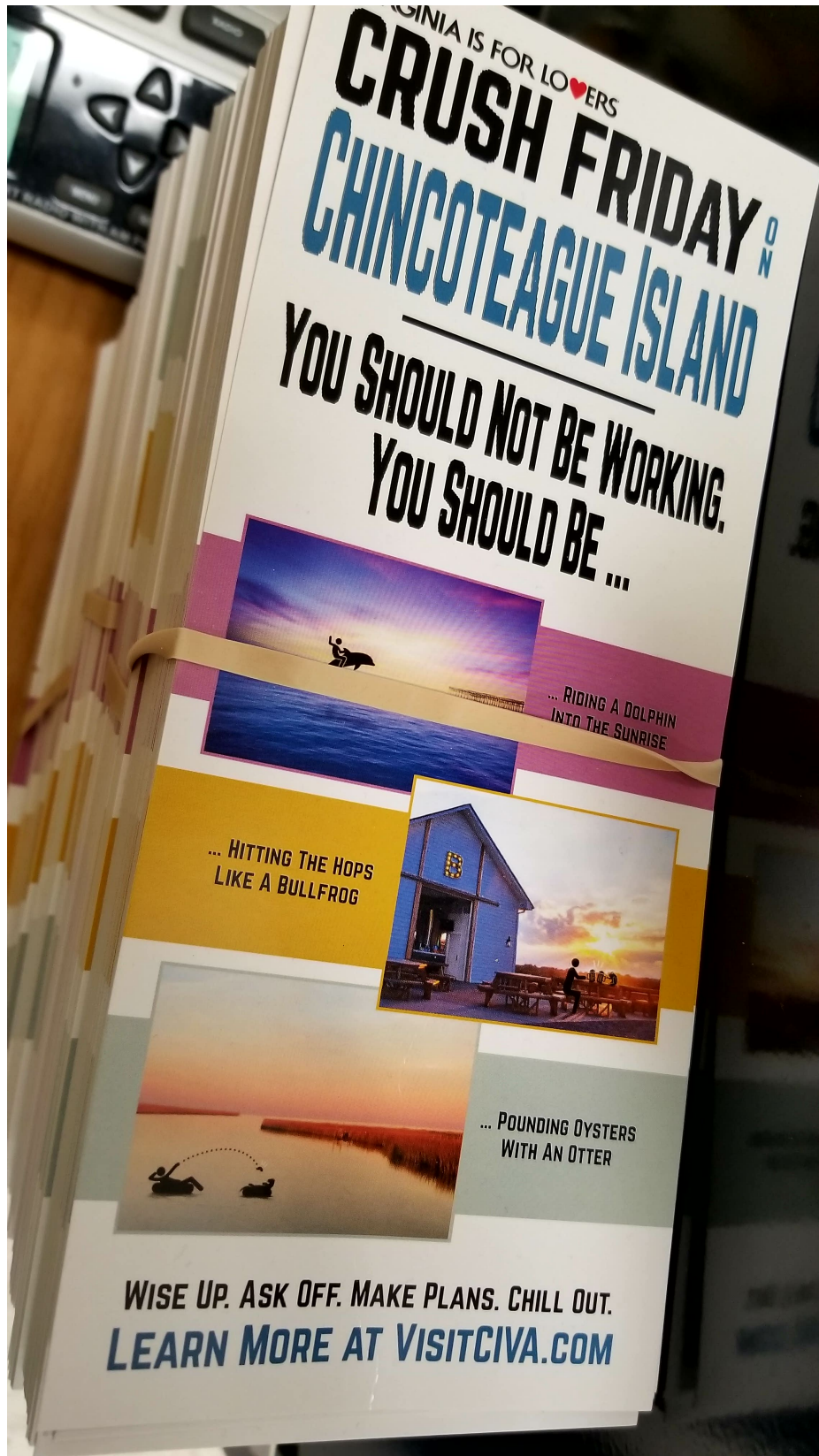
MORE VIDEOS

Crush Friday in Bristol!

In Bristol, you'll get to enjoy the best of both Tennessee and Virginia as the city itself divides the two with the state line running right through the middle of downtown.

In Bristol, there's no shortage of things to see and do – and it's easy to access as its downtown area sits right off Interstate 81. Two great states, two





CRUSH FRIDAY THEN STAY THE WEEKEND!!!!

Why let those vacation days go to waste...Crush Friday on Virginia's only resort island. Chincoteague is the perfect getaway that is close to home, yet miles away from ordinary.

BLUE RIDGE
outdoors
go outside and play.



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CRUSH FRIDAY IN FLOYD, VIRGINIA

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We welcome folks to join us in Floyd, Virginia for our Crush Friday in Floyd campaign throughout 2018.

Floyd's Crush Friday campaign is a partnership with the VA Tourism Corporation's state-wide Crush Friday campaign. "Crush Friday" is part of VTC's ongoing efforts to support U.S. Travel's "Project: Time Off" initiative, encouraging citizens to utilize unused vacation days.



THE 25TH ANNUAL
**MASTER
MUSICIANS
FESTIVAL**



JULY 13TH-14TH

CRUSH FRIDAY

VIRGINIA IS FOR LOVERS



Last year 54% of Americans left a total of 662 million vacation days unused. What would you rather be doing—working or taking a day off?

It's time to take a well-deserved day—AND CRUSH IT.



Come experience how much better your Friday can be when you trade 8 hours of work for 24 hours to experience all Floyd, Virginia has to offer!

BIKE, HIKE, FLOAT!

Floyd County borders almost 40 miles of the Blue Ridge Parkway for cycling and hiking

SIP THE SPIRITS!

Sample our local wineries, distillery and new brewery

MOVE TO THE MUSIC!

Floyd is home to many festivals and music venues



START YOUR WEEKEND EARLY IN FLOYD, VIRGINIA WITH SPECIAL DEALS!

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Crush Fridays in Floyd

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FRIDAYS ARE A GREAT DAY TO VISIT CHATEAU MORRISETTE

Crush Friday is a partnership with Visit Floyd VA and Virginia is For Lovers. The concept is that most Americans take too little vacation time. If you're going away for a weekend, be sure to include a Thursday or Friday stayover. There are usually fewer people, shorter lines, and easier to get around. To make Fridays special, Chateau Morrisette is offering something new throughout the year. Check back often, as promotions will change depending on the season.

CRUSH FRIDAY AT CHATEAU MORRISETTE

The Chateau Morrisette Restaurant offers half-priced wine by the glass and half priced appetizers from 4PM - 7PM in the lounge area every Friday. You can also get any bottle for 20% off the wine list price. Bring friends and enjoy!

[Click Here for Other Crush Friday Deals in Floyd](#)

[WATCH THE CRUSH FRIDAY VIDEO!](#)



Build safety in the New River Valley by supporting Healthy Relationships Week

Build safety in the New River Valley by supporting Healthy Relationships Week at Giles an...

Visit Our Waterfalls



CRUSH FRIDAY



Visit the New River Water Trail

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**You Should Be in Harrisonburg, strolling downtown; sipping craft beer; indulging in local food.
Not Working!**

54% of workers didn't use their vacation last year. Workers who take vacation are more likely to get a promotion. So, pop the top off that PTO with a day off in the Friendly City.

Stay at the [Courtyard by Marriott](#) offering two great packages:

Retreat and Eat: \$100 rate – Check in on Thursday and will include a breakfast coupon per day for a hot, fresh, made to order breakfast from their Bistro. (Double occupancy

VISIT THE BEAUTIFUL

Shenandoah Valley

[Explore The Valley](#)[Things To Do](#)[Places To Stay](#)[Events](#)[Plan](#)A large crowd of people is gathered at an outdoor festival. In the foreground, a large green Android mascot stands with its back to the camera. The crowd is diverse in age and attire, with many people wearing hats and casual summer clothes. The background is filled with more people and festival tents.

Crush Friday in Luray!

FEBRUARY 27, 2018

For a town that lays claim to a world-famous geologic wonder and lies minutes from a breathtaking national park, you'd think [Luray](#) had enough to brag about.

But wait, there's more.

For generations, Luray has been known as the headquarters of [Shenandoah National Park](#) and home to [Luray Caverns](#). Countless fishermen and canoeists have adventured on the Shenandoah River from Luray as well.

But in recent years, Luray and Page County have expanded on all those anchor attractions. The area has played host to a major triathlon and cycling events, a new [half marathon](#), a growing mud run, festivals on Main Street, summer concerts, the phenomenon of [Cooter's Place](#) a new brewery and a [thriving vineyard](#) —all while the county retains the title Cabin


<  **Visit Mecklenburg County VA** added 3 new photos. ...
Yesterday at 3:47 PM • 🌐

Fridays. There are a limited number of them this summer. Don't spend them all at work! Crush Friday and have some fun on Virginia's largest lake! 😎
#crushfridayva #moremeck #loveva



Write a comment...

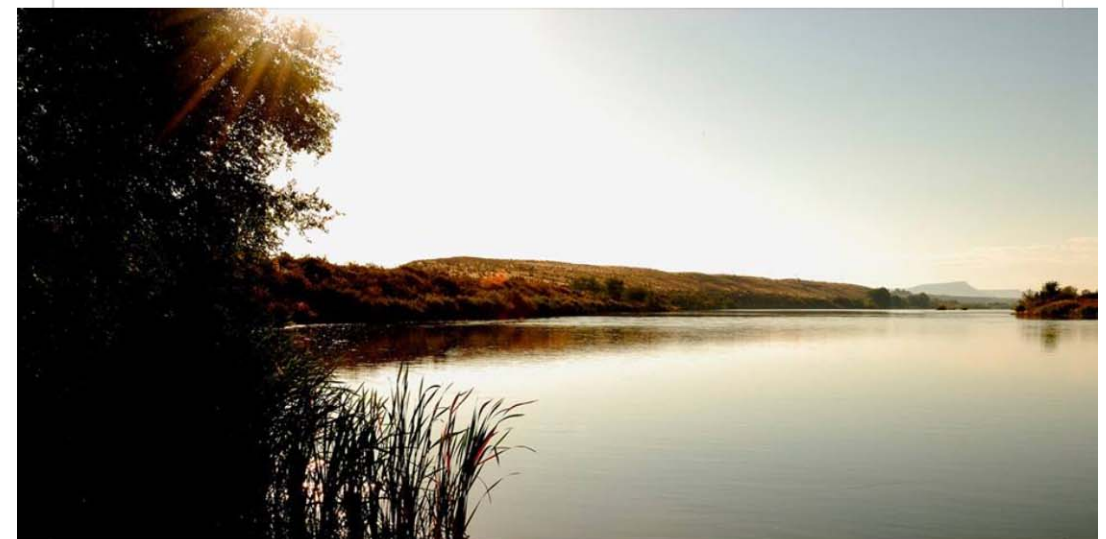


 **Buggs Island Brewing Company LLC** shared **Visit Mecklenburg County VA's** post. ...
Yesterday at 4:22 PM • 🌐

#Crushfriday & come visit Clarksville this Summer!

 **Visit Mecklenburg County VA** added 3 new photos. ...
Yesterday at 3:47 PM • 🌐

Fridays. There are a limited number of them this summer. Don't spend them all at work! Crush... [Continue Reading](#)





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#CrushFridayVA and this forecast 78 degree
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460 likes

4 DAYS AGO

Add a comment...





Crush Friday in Virginia's Blue Ridge

Did you know that Americans had 662 million unused vacation days last year? The crazy part is - research shows that we're *more* productive employees when we take time off to unplug and regain perspective.

Don't let your hard-earned vacation days go unused!

It's time to exchange another day at the office full of meetings, spreadsheets, and expense reports with a day of fun in Virginia's Blue Ridge.

In partnership with the [Virginia Tourism Corporation](#), we're here to help you Crush Friday!



[Weekend Itineraries](#)



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smithfieldvirginia #PlanForVacation this Memorial Day Weekend! Add an extra day to your long weekend when you #CrushFridayVA and head to the Smithfield Station. Kakay, tour, shop, eat, drink and be merry - you've earned it! #loveva #visitsmithfieldva #isleofwightcountyva



19 likes

3 DAYS AGO

Add a comment...



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smithfieldvirginia The kayak/stand up paddle board outfitters at Windsor Castle Park will open for the season NEXT FRIDAY, MAY 4! What a great reason to #CrushFridayVA and take some well-earned time off in downtown Smithfield! #PlanForVacation #VisitSmithfieldVA #loveva WindsorCastlePark.com



35 likes

3 DAYS AGO

Add a comment...



CRUSH FRIDAY in Southwest Virginia

December 8, 2017



Virginia Tourism Corporation, along with our industry partners, is launching a year-long campaign aimed at getting Millennials to take the time they need. Our focus will be convincing them to dip their toe in the vacation pool in a way that's low cost and low risk, but hugely rewarding. If we can get Millennials to take just one day off and spend it in Virginia, then maybe, just maybe, we can ease their fears, shift their mindset and save vacation for posterity.

The CRUSH FRIDAY campaign elevates our Virginia is for Lovers sub-brands to remind workers that there are way better things to do with their Friday than meetings, spreadsheets and microwaved lunches. They can spend it at a beach or music festival, over an amazing rosé or a dozen Olde Salts, on a mountaintop or paddleboard. Our campaign challenges



southwest.virginia • Following
Buffalo Mountain Natural Area Preserve

southwest.virginia 📷 @rosieladyblue "The most fantastic light as the sun peaks through the fog. This is what I love."

•
•
•

Us too @rosieladyblue 🐾🐾🐾. Anyone else crushing Friday today? #SWVA #LoveVA #CrushFridayVA

kellilee77 ❤️🌲❤️

wasitdachad Absolutely stunning!



285 likes

4 DAYS AGO

Add a comment...





February 6, 2018 [Arts & Artists](#), [Casual](#), [Children](#), [Couples](#), [Dining](#), [Families](#), [Festivals](#), [Foodie](#), [Heritage & History](#), [Holiday](#), [Music](#), [Outdoors](#), [Seafood](#), [Seasonal](#), [Small Town Fun](#)



Save the Date for These Signature Events by the River

We've got some bad news. Americans left behind 662 million vacation hours in 2017. There's some good news, though. 2018 is a brand new year and you can commit to taking more time off this year. Start by requesting a Friday off to spend a day or a whole week here with us in the River Realm. While you're here, you can reclaim your right to unplug, explore and pamper yourself- #CrushFridayVA.

Pull out your calendar. Check out these unique and foodie friendly events below. Write them down and start planning the many ways you can use your vacation hours this year....