



SOUTHWEST REGIONAL RECREATION AUTHORITY

P.O. Box 1180
798 Park Avenue, NW Suite 208
Norton, Virginia 24273
(276) 525-5610
www.SpearheadTrails.com

PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Chuck Riedhammer
Executive Director
(276) 525-5610
Director@SpearheadTrails.com

SPEARHEAD TRAILS' "ORIGINAL POCAHONTAS" OHV SYSTEM TO OPEN IN TAZEWELL COUNTY, VA.

Spearhead Trails' second ATV/OHV system will open on October 17th
with the town of Pocahontas as its trailhead.

POCAHONTAS, VIRGINIA October 10, 2014 - After more than five years of hard work and dedication from Tazewell County and regional stakeholders, Spearhead Trails is preparing to open its second ATV/OHV trail system. Named the "Original Pocahontas" (OP) Trail to honor the famous coal heritage of the town and surrounding region, the system will officially open on Friday, October 17th with a ribbon cutting ceremony at the Pocahontas Exhibition Mine scheduled to begin at 1:00 p.m. Local and State legislators have been invited to share this milestone with the citizens of the Heart of Appalachia region.

"We'll be opening with over 30 miles of trail that we are confident our riders will love," says Chuck Riedhammer, Executive Director of Spearhead Trails. "There are lots of scenic twists and turns on this system with spectacular views and places to stop and enjoy the dense, lush woods. Typically, we like to have around 50 miles of trail before we open a system, but we believe that our customers will enjoy what the OP has to offer and we wanted to open in time for the amazing fall colors of Tazewell County. It's the kind of trail you can spend the whole day exploring and you'll still want to come back for more." Spearhead Trails plans to add an additional 20-30 miles to this system in 2015.

The trail was built with the assistance of Tazewell County who secured grants for construction and saved thousands of dollars by using highly skilled county employees to build the system. "The funds used in the construction of the trail were provided by the Skewes Foundation, Virginia Tobacco Commission, and the Virginia Department of Conservation and Recreation," says Garland Roberts, Tazewell County Northern District Supervisor. "Without their support, we would not be where we are today."

"This is an economic development project," reminds Mike Davidson, former chair of the Tazewell Recreation Development Authority and owner of Swamp Fox Motorsports. "Spearhead Trails' Mountain View system brought over \$1 million in private investment to the town of St. Paul in its first year. We're excited about the economic impact this trail will have on our region and we already have several investors looking at the town of Pocahontas."

Spearhead Trails rider permits will be available at local retailers and Pocahontas Town Hall. As part of its economic development strategy, Spearhead Trails utilizes local merchants to sell permits who share in the profits. An annual permit is \$50 and, unlike other trail permits, is good for one year from the date of purchase instead of the standard calendar year. Day passes are also available for \$15. Trail permits give riders access to all of Spearhead's trail systems including the 90 mile Mountain View system in St. Paul, which also has 10 miles of single track for dirt bikes. A list of local permit vendors for the OP system will be posted on the Spearhead Trails website and Facebook page prior to the trail opening.

There will be two trailheads for the OP system, one in the town of Pocahontas and the other at Boissevain Park a few miles outside of town.

The mission of the Southwest Regional Recreation Authority (SRRA) is to develop and manage multi-use trails in the Southwest Regional Recreation Area to stimulate, enhance, and sustain economic development and job creation through entrepreneurial opportunities in Southwest Virginia.

For more information, please call (276) 220-9875 or email info@SpearheadTrails.com. You can also "LIKE" the Spearhead Trails Facebook page for events and updates.

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