

**Sample Online Marketing E-Blast**  
**Client: White Sulphur Springs, NC**

Get your motor running for the First Rally Mayberry and Poker Run! Scheduled for June 7 – 10, this event is open to all motorcycle riders and street rod drivers, and promises to be an exciting and enjoyable event. Register online at [www.rallymayberry.com](http://www.rallymayberry.com).

The event kicks off with a Rally Mayberry Parade from Veteran's Park that will proceed through downtown Mount Airy on Friday beginning at 6:00 p.m. All participants must be registered for Rally Mayberry.

On Saturday, the 50-plus mile Poker Run begins at the Andy Griffith Playhouse. Riders will travel on a scenic route to the Neighbors Store on Highway 268 in Pilot Mountain, then on to Historic Rockford with entertainment and activities for all. (Did someone say "Canoe?"). Next stop, Goober's on Highway 52, and then back to the Blackmon Amphitheatre to rest up for the Spontanes and the announcement of the Poker Run winners by one of Mount Airy's most popular residents, Betty Lynn (Thelma Lou).

There will be events for everyone in your family, including a wide range of music throughout the weekend. Old-time and bluegrass music will be featured at the Andy Griffith Playhouse on Thursday evening, June 7. On Friday evening, June 8, the Fantastic Shakers will entertain at the Blackmon Amphitheatre, and on Saturday, the Spontanes with Harley Hogg and the Rockers will Rock! the Blackmon Amphitheatre.

Plan to tour White Sulphur Springs on Friday, June 7, before the Rally parade. If you call today to schedule your tour, we will arrange your complimentary stay for the weekend!

White Sulphur Springs is the premier mountain community in our region. Lots are going fast. In fact, 50 percent of the initial phase is already sold. Its history is intertwined with its future, and you can be a part of it all by calling now for your private showing.

White Sulphur Springs' 145+/- acre site offers other natural amenities, including fishing and kayaking in the adjacent Ararat River, three mountain tops with striking views of the Blue Ridge Mountains, and three streams that feed into the Ararat River. Rhododendrons cover the hillsides, and a protected, rare natural spring graces the meadow for homeowners and guests of the inn to enjoy.

Home sites range from the \$150,000s to the \$300,000s, and range in size from 1 to 3 acres. Design guidelines aid homeowners, architects, builders, and landscape architects in understanding the vision for White Sulphur Springs while preserving the surrounding environment with protective conservation easements and enhancing property values. The 28 rooms and 12 cottages of the site's future inn will overlook the seven-acre meadow, spring house, and pavilion next to the Ararat River. The inn will also have a full-service restaurant, a Great Hall with two fireplaces and meeting facilities.

Call today to arrange for a tour and to book accommodations for the First Rally Mayberry and Poker Run. But you need to call immediately – space is very limited, and many of nearby Mount Airy's hotels and bed and breakfasts are already booked!

White Sulphur Springs – a place to relax, renew, and refresh your senses.