

FOR IMMEDIATE RELEASE



April 26, 2017

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Adventure Enablers Purchases Former 6th Street Town Electric Building

April 26, 2017, Front Royal, Virginia: The Economic Development Authority announced the purchase of the former Town electric facility on 6th Street by Mark and Margo Harris, owners of Adventure Enablers (formerly Rev3 Adventure).

“We are so happy to have helped Mark and Margo secure a facility in Front Royal that met their needs,” said Jennifer McDonald, Executive Director of the Front Royal-Warren County Economic Development Authority. “And, this deal helped the Town, as well.”

Adventure Enablers' extensive portfolio of outdoor events offers life-enriching outdoor activities for extreme athletes, weekend warriors, and casual health enthusiasts of all

ages. They host marathons, 10Ks, 5Ks, glow runs, adventure races (family races to multiple-day expedition races), mountain bike races, and trail runs – something for

everyone. Each event is designed to unleash the adventurer within. The goal is for each of event to be fun, empowering, and something participants will want to do again.

With extensive event experience and the complementary equipment and logistics skills, the Adventure Enablers team partners with charities, property owners, businesses, cities, states, to bring high-quality and fun events that are family friendly, endurance based, goal achieving, and adventure enabling.

Adventure Enablers formerly was known as Rev3 Adventure. They changed the name to better encapsulate the goals and vision for the company and participants.

When the Town of Front Royal upgraded its water treatment plant, they built a new facility to replace the 6th street Town Electric Company building. The Town was looking to sell the property. It proved to be a perfect setting for Adventure Enablers.

“Until we purchased this building,” said Margo Harris, Director of Communications for Adventure Enablers, “we had been working out of our home, with all of the race equipment stashed in the basement. We are happy to have this building as our ‘headquarters’. We use it as an office from about 8:00am-5:00pm and as a warehouse for all of our race equipment and supplies. The location and building are perfect for our needs, and if we are fortunate enough to continue to grow, we have plenty of space to do that.”

“Jennifer and Marla, at the EDA, have been so helpful supporting our business growth and finding a local facility for our use,” she went on to say.

“We have enjoyed working with Mark and Margo Harris in establishing their business here in Front Royal and in Warren County, the Canoe Capital of Virginia. What a fitting addition to our community,” said McDonald.

Adventure Enablers just completed the Shenandoah Adventure Weekend of races, which brought 450 participants to the area and partnered with Downriver Canoe Company, Front Royal Canoe, Fork’d Food Truck, and Performance Sport & Spine for the event.

Their next local event is Saturday, April 28th, which will include a 5K and 1 mile fun run on RMA’s campus as part of their Founder’s Day celebration; then they will host the Shenanduro trail run and mountain bike races at Andy Guest/Shenandoah River State Park on May 13. AE’s got an event coming up called Run & Ride Kings Dominion on June 3-4 where racers choose from a 1 mile, 5K, quarter marathon or half marathon run through Kings Dominion before it opens to the public, and a park ticket is included in the registration fee.

If you would like more information on Adventure Enablers: www.adventureenablers.com.

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For more information on the property purchase and EDA’s support of this project, please contact Jennifer McDonald, Executive Director, EDA, 540.635.2182 or mcdonald@wceda.com.