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GRELEN NURSERY SET TO LAUNCH THE MARKET AT GRELEN ON APRIL 20

**DESTINATION FARM MARKET AND GARDEN SHOP TO FEATURE PREMIUM FRUITS AND VEGETABLES
AND AN EXCLUSIVE SELECTION OF FLOWERS AND PLANTS, GARDENING PRODUCTS,
OUTDOOR FURNITURE AND MORE ON 600 ACRES BOASTING 360 DEGREE MOUNTAIN VIEWS**

*The Market at Grelen to Feature Interactive Pick-Your-Own Experiences And Gorgeous Display Gardens
To Create Perfect Getaway Shopping Experience Or Spectacular Special Event Site*

SOMERSET, VA – February 12, 2013 – This spring, pure inspiration has a brand new home in Central Virginia with the opening of **The Market At Grelen**. This new destination farm market and garden shop will combine premium fruits and vegetables with an exclusive array of flowers & plants, gardening products, outdoor furniture and more.

The Market at Grelen is set on 600 acres in Somerset, Virginia and boasts some of Central Virginia's most spectacular 360 degree mountain views. It will open its doors to the public on April 20, when it serves as the lunch stop for the Historic Garden Week tour in Orange County.

More than a place to shop, **The Market at Grelen** will be a place to experience, with pick-your-own adventures, and lovely display gardens adding to an ever-changing array of premium fruits and vegetables. Gardening lovers can peruse gorgeous indoor and outdoor plants and flowers, statuary, urns, garden furniture, mixed pots, gardening tools and supplies, handmade birdhouses, lanterns and the latest and finest gardening tools and gear. Eventually, using the Nursery's produce, the owners intend to add locally-infused soups, salads, berry ice cream and pastries.

The picturesque patio is sure to be popular with guests, and will serve as an open air showroom that will highlight a collection of premium furniture (including some crafted from trees grown on the property), planters, artisan slate and tile, and other staples and accents to enhance the outdoor living experience.

In addition to its retail offerings, **The Market at Grelen** signifies an exciting new option on the local special event scene. The property can accommodate up to 100 people and offers a variety of settings, from a Display Garden cocktail reception to a panoramic mountain-view patio dinner. Care for something a bit more hands-on? How about a pick-your-own dessert excursion wrapped into your special day?

The Market at Grelen is the latest innovation from Grelen Nursery, a community-focused, family-owned local business started in 1990 by Dan Gregg on 50 acres of family land. Grelen soon evolved into a retail operation that has consistently grown while carefully protecting its surrounding acreage from development. Today, Grelen Nursery is one of the largest retail nurseries in Virginia, including more than

100,000 trees and shrubs and hundreds of varieties. The company offers a full range of landscape, hardscape and maintenance services, headed up by Dan's partner Zeke Galvin. Galvin oversees a best-in-the-business team of master stonemasons, craftsmen and gardeners catering to customers who demand and receive the highest quality products and services.

For Gregg, **The Market at Grelen** is about more than a mere business decision. "I care very deeply about this land, this region and the people who live and work here. The changes we have seen in the local economy have put agriculture and tourism at the leading edge of how we will succeed today and in the future. I want to do my part to bring as much to our community's economic table as possible, proving in the process that businesses can be both sustainable and economically viable and that agriculture can be an important driver for tourism as well."

Gregg is turning to another important partner on **The Market at Grelen**, bringing on his wife, Leslie Carter Gregg, as its Creative Director. She brings years of marketing, merchandising and management experience to the project, along with boundless passion and a clear vision for a market that seems woven into the fabric of this community even before it opens its doors for the first time.

"**The Market at Grelen** customer is someone who appreciates that many of the finer things in life are planted right in the land we live on" she said. "We are looking to create not just a shopping experience, but a life experience. This will be a place where people can come together to appreciate the natural world in all its delicious wonder, and to be inspired by the ideas and talents of a variety of artists and craftspeople who can expand our visions for the spaces we create in our own lives."

For more information on The Market at Grelen, visit www.themarketatgrelen.com

Follow on Facebook at <https://www.facebook.com/MarketatGrelen>

For a tour, please email Leslie Gregg at gregg1357@me.com

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